Ecommerce Templates

User Manual

Version 5.2.1 – August 2006

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Chapter 1
Getting Started

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Welcome

Thank you for purchasing our ecommerce template software. Our shopping cart software is designed to get your store up and running with minimum cost and hassle whilst providing a powerful solution to your ecommerce needs.

We have tried to do as much as the work for you, through the design, payment processor integration, shipping options etc. which will leave you to personalize the store, add your categories and products and get up and selling as soon as possible.

Please take time to read through the notes provided here to get the most out of your online store. Please also pay particular attention to the **security issues** involved with running an online store and contact us if you have any concerns.

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Requirements

You will require one of the following HTML editors:

- Macromedia Dreamweaver 3, 4, MX or 2004
- Microsoft Frontpage 2000, 2002 or 2003
- Adobe GoLive 5, 6 or CS

You will need a hosting company where your store will reside; the minimum requirements are as follows:

ASP version

- Microsoft Windows Server
- Support of ASP pages
- Database (Access)
- ASPEncrypt for offline credit card processing (Capture card method)

PHP Version

- Unix / Linux Server
- Support PHP version 4.1 or above
- MySQL Database
- Mcrypt for offline credit card processing (Cpature card method)
- cURL component installed for UPS shipping

Installing the Template

You should have downloaded a .zip file to your hard drive following purchase; this will be the id of the template you have purchased with the .zip extension **e.g. 0003fe00bkg0021.zip**

Double click on the file to unzip the content to where you would like to work from on your hard drive

Note

We strongly recommend that you keep the .zip file in a safe place in case you need to run it again at a later date and to prevent loss of data in the event of a computer crash.

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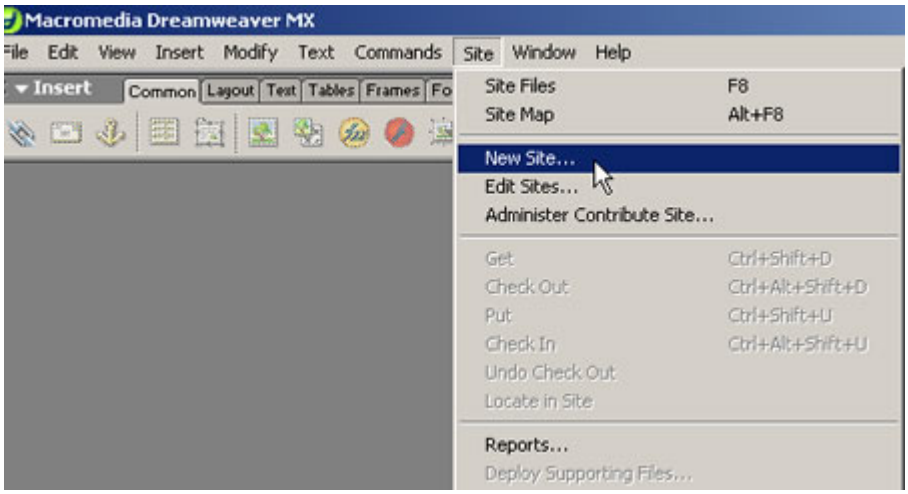
Opening the Template in Dreamweaver

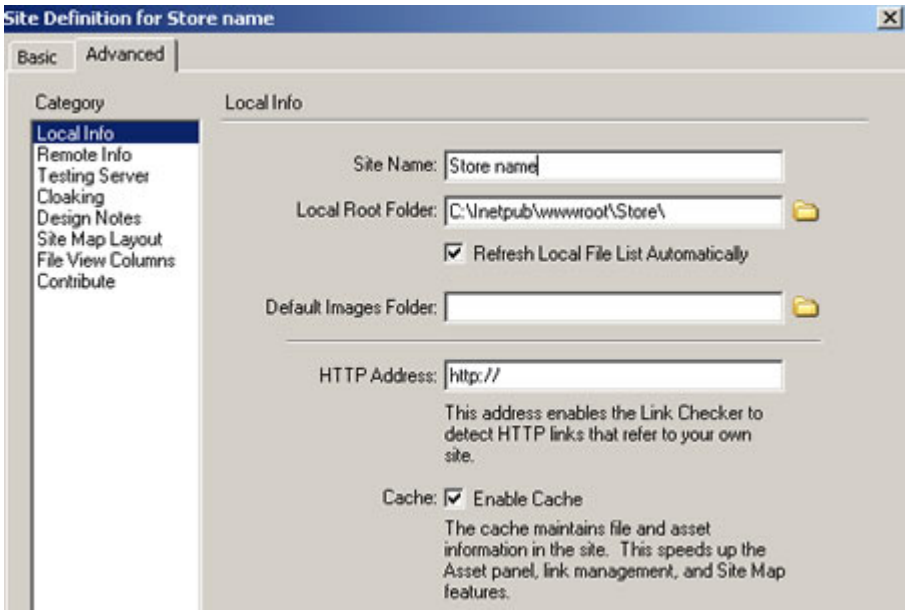
In Dreamweaver you must define the site before making any changes to the template. Please note, there are slight variations between the different Dreamweaver versions, but the basic principle remains the same.

1. Open Dreamweaver
2. Select Site
3. Click on New Site



4. Ensure the **Advanced Tab** and in the **Site Name Section** give the template site a name

5. In the **Local Root Folder Section** and select the yellow folder to browse to the folder you extracted the template to.


Site Definition for Store name
Basic
Advanced
Category
Local Info
Remote Info
Testing Server
Cloaking
Design Notes
Site Map Layout
File View Columns
Contribute
Local Info
Site Name: Store name
Local Root Folder: C:\Inetpub\wwwroot\Store\
Refresh Local File List Automatically
Default Images Folder:
HTTP Address: http://
This address enables the Link Checker to detect HTTP links that refer to your own site.
Cache: Enable Cache
The cache maintains file and asset information in the site. This speeds up the Asset panel, link management, and Site Map features.

To get started you won't need to fill in any other information. Click on **Done**

Please see our tutorial here www.ecommercetemplates.com/tutorials/ for more help and other versions.

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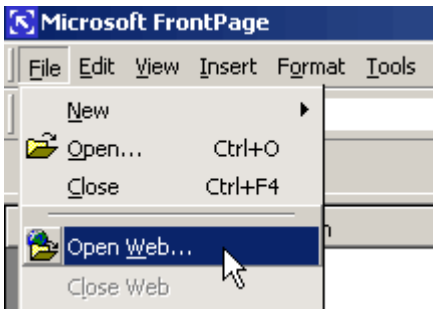
Opening your Template in Frontpage

1. **Open** FrontPage
2. Select **File**
3. Choose **Open Web**
4. **Browse** to the location where you extracted your ecommerce template



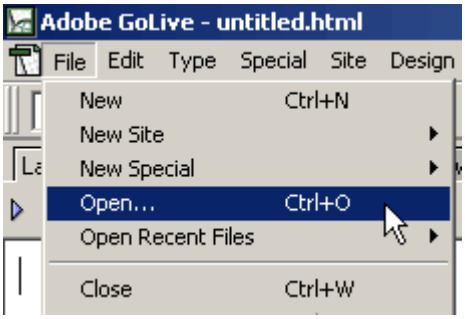
NOTE

We would strongly recommend you following the above instructions whenever you edit the template in FrontPage as this will open the complete site. If you choose File > Open, this will only open one individual file and when you make changes such as changing the location of a Hyperlink it will not establish the Cache for the whole site.

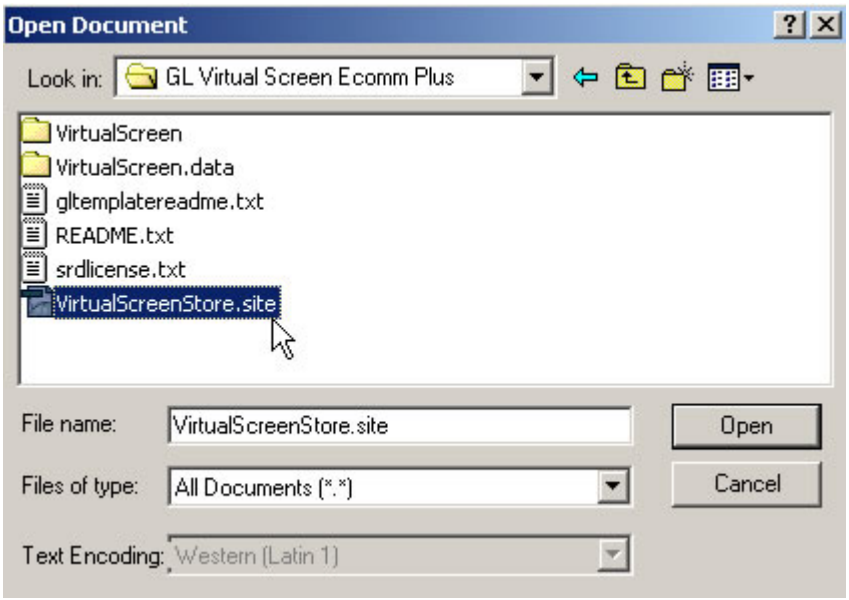
Please see our tutorial here **www.ecommercetemplates.com/tutorials/** for more help and other versions.

Opening the Template in Adobe GoLive

1. **Open** Adobe Golive
2. Select **File**
3. Choose **Open**
4. **Browse** to the location where you extracted your ecommerce template



5. Locate the .site file



6. This will open the list of files and folders that make up your GoLive store

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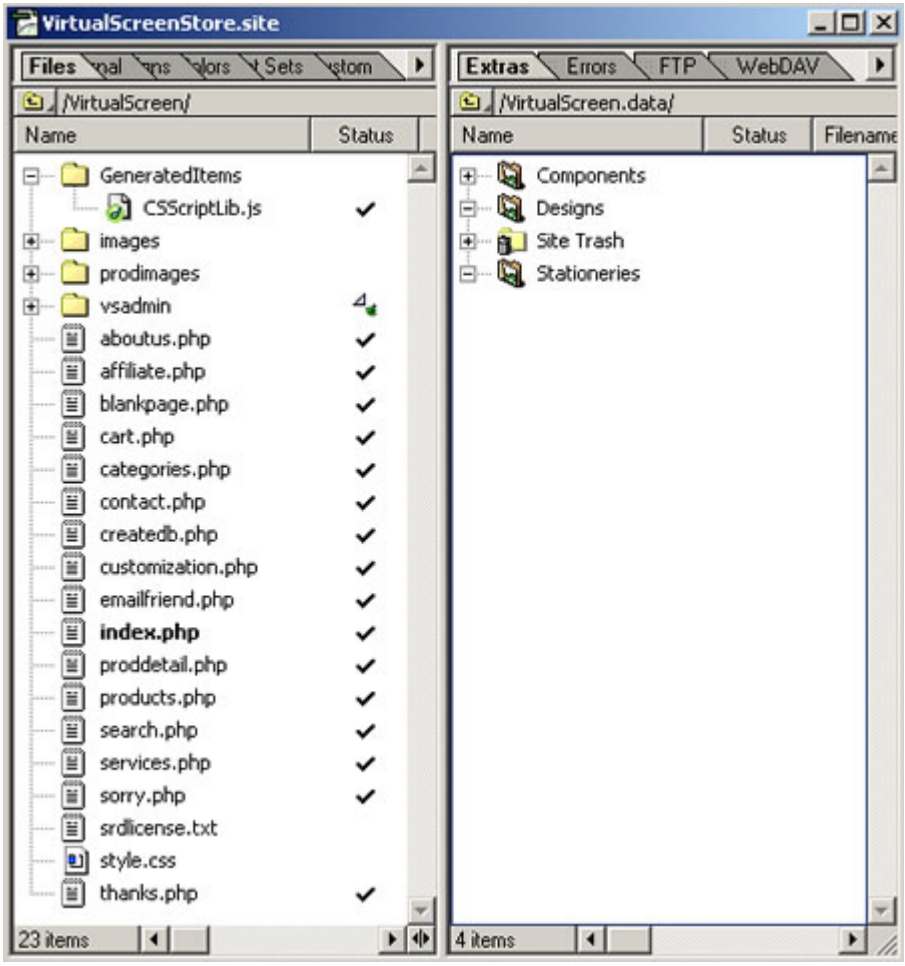
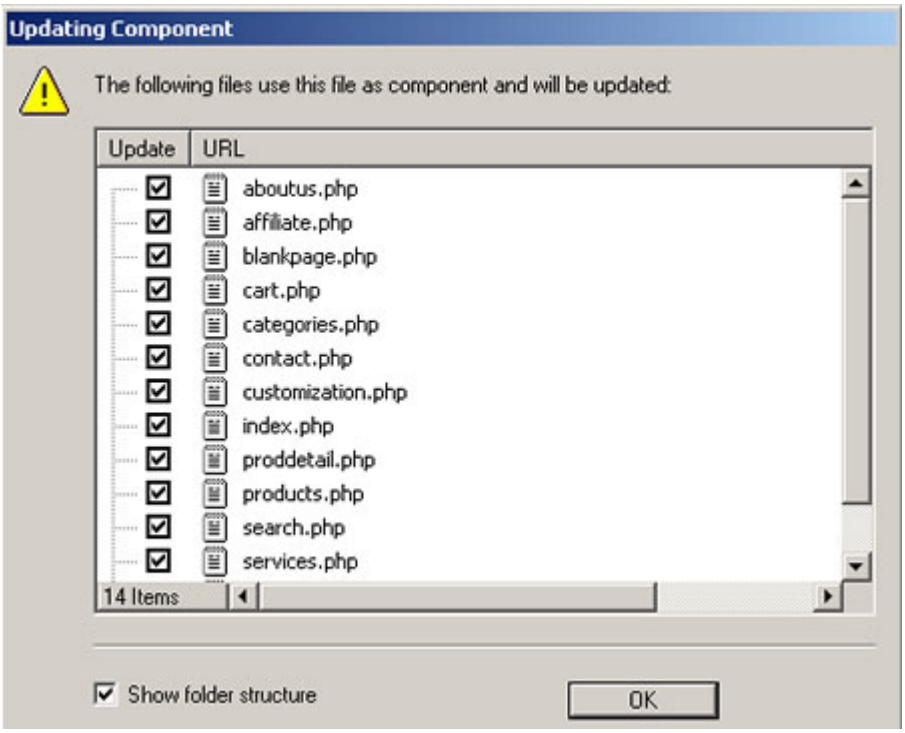


7. Double click on any of the file names will bring up the page in design view. Items that are repeated on several pages such as the company name, news section, menu etc. have been set up as GoLive components so the whole site can be updated from the one file. Double clicking on any of the components will bring it up for modification. Components are shown with a change in cursor:

8. After making the modifications you should be prompted to update all files that use that component



9. Agree to update all files and move on to the next one

10. To set up a new page, the easiest way is take an existing page and save it under a new name.

11. If you see the green bug icon rather than the tick next to a file in the site list then you will probably have a broken link in that file or one of the components included on that page. Bug icons in the vsadmin or inc folders can usually be ignored.

NOTE (for CS2 users)
If you receive a message that the site file was created in an unsupported version then in GoLive CS2 go to New > Site > Create Site > Site from Existing Content > From a Local Folder of Existing Files. Navigate to and choose the sitename folder, make sure it finds the index page of the site (or navigate to that as well). Continue with the site wizard. This will create a new CS2 site file for the store.

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Uploading the store to your server

You may want to make some design changes before uploading the store to your host or alternatively start adding products and categories straightaway to the online admin section and leave the design elements to later.

Using an FTP program to upload your store

You may already have a FTP program installed – if not, you can download a copy from one of the popular download sites like www.download.com or www.tucows.com - search for “FTP Utility” and you’ll get a large choice of programs. Popular utilities including WS_FTP Pro and Cute FTP

Alternatively both **Dreamweaver** and **FrontPage** have their own built in FTP programmes.

- Using Dreamweaver to upload your store
- Using Frontpage to publish your store

Note.

Your hosting company should have provided you with the details for logging onto your server – the three key items are:

- **FTP address**
- **FTP user name**
- **FTP password**

With that information you should be able to connect to your server. The usual set up when using a FTP program is to have your local files on the left window and the server files on the right so you can send the files and folders from your local hard drive to your server. The hosting company will often have a number of folders already set up and you may need to check their instructions to find out where the store pages need to go but this will usually be in a folder called “htdocs” public html” or “www”

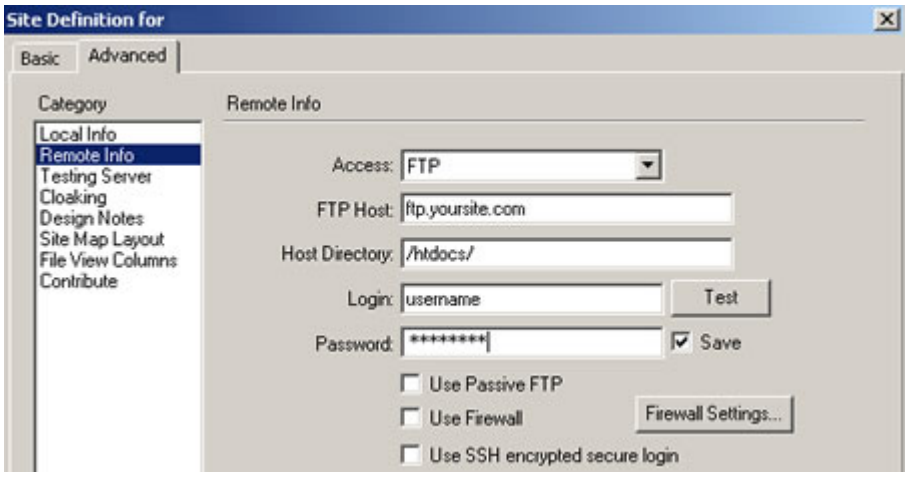
With that information you can now transfer the files from your hard drive to the host server. It is best to upload all the files and folders from your extracted template – do not upload the main folder eg. DW Virtual Tones Ecomm Plus but rather the files and folders included within that folder ie. /vsadmin/ /prodimages/ /images/ categories.asp, cart.asp etc.
Once you have the entire site uploaded you can then go on to make your database connection and log in to the admin section.

Using Dreamweaver to Upload your Store

Dreamweaver has an inbuilt FTP utility, which you can use to upload your files and folders. When you first defined the site you may have only set up the local information. If you want to use Dreamweaver to upload your store you will need to add some details to the remote window:

1. Select **Site**
2. Click on **Define Site**
3. **Double Click** on the **Template Site** to **Define**
4. Ensure the **Advance Tab** is selected and choose **Remote Info**
5. Enter the **Remote Host Details**
6. Select **Done** and close and dialogue boxes that may be open

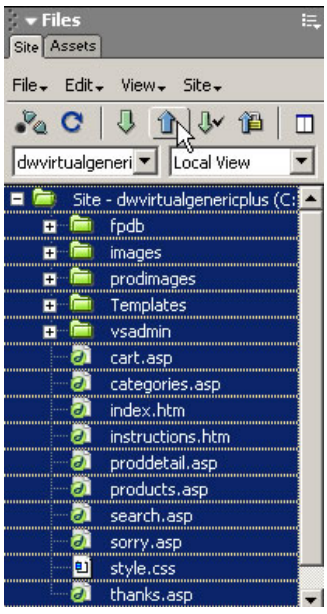
Your host should have given you these details when you signed up for your hosting account. Once you have entered the information above, make sure you are connected to the internet and hit the test button to make sure your connection is correct.



7. Select **Site**

8. Choose **Site Files**

9. Select the **Put** Icon to upload all files and folders to your web host



The “Templates” folder doesn’t actually have to reside on your server as it is only used for making changes locally but it won’t harm anything if it is uploaded.Once you have the entire site uploaded you can then go on to make your database connection.

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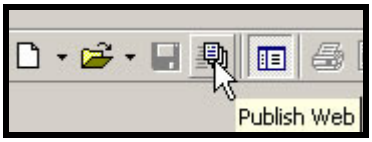
Publishing your Store via FrontPage

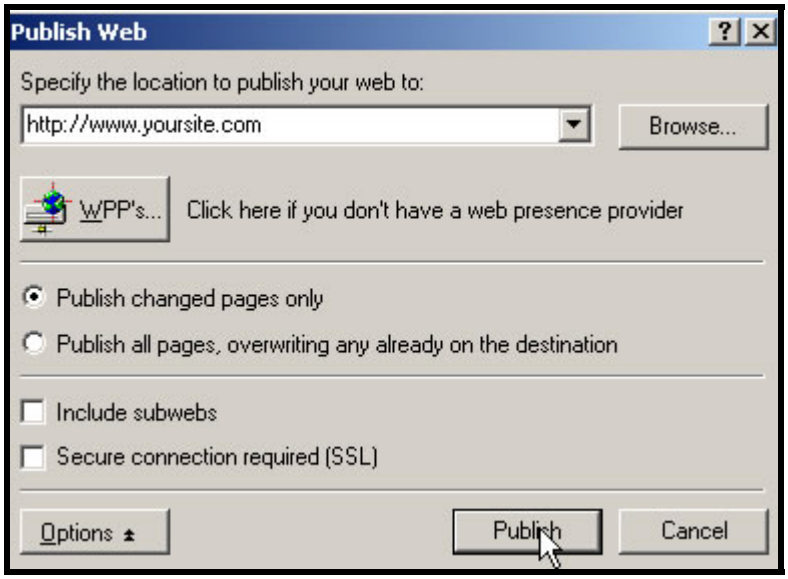
If you have a Frontpage version and your host has Frontpage extensions installed it is possible to use Frontpage to transfer your site from your hard drive to your server.

1. **Open** your site in FrontPage - **File** > **Open Web**

2. Click on the **Publish Icon**:



3. Next give the URL of the site you are publishing to:



4. And finally type in the Frontpage **Username** and **Password** that were supplied by your hosting company:

Once you have the entire site published you can then go on to make your database connection.

Making the Database Connection

There are two ways of setting the database connection depending on the type of Template you have purchased. Please choose the appropriate section to set your database connection.

- **ASP version**
- **PHP version**

Now that all the files and folders are on your host server, it's necessary to make the connection between the store and the database that dynamically generates the store functions. The set up is different for the ASP and PHP versions:

ASP Version

The easiest way to set up your connection is by preparing a quick test file and then copying the contents into your db_conn_open.asp file in the vsadmin folder - here's how to do it:

1. **Open Notepad** and **Copy** and **Paste** the following lines of code:

```
<HTML>
<BODY>
sDSN = "Provider=Microsoft.Jet.OLEDB.4.0;Data
Source=<%=server.mappath("vsproducts.mdb")%>;"
</BODY>
</HTML>
```

2. **Save** the file as **test.asp**
3. **Upload** this file to your **fpdb folder** (the one where your database resides)
4. Now **Open** this page in your browser, the URL should be something like **www.yourdomain.com/fpdb/test.asp**
5. **Copy** the contents of that page - it should look something like this

```
sDSN = "Provider=Microsoft.Jet.OLEDB.4.0;Data
Source=C:\web\database\vsproducts.mdb;"
```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6. **Open** the file **db_conn_open.asp** (located in the vsadmin folder of your template) in notepad and replace the current content with what you have copied from test.asp - just make sure that you don't delete the opening and closing **<% %> tags** so your code in db_conn_open.asp should look something like this:

```
<%
DIM sDSN

sDSN = "Provider=Microsoft.Jet.OLEDB.4.0;Data
Source=C:\web\database\vsproducts.mdb;"

%>
```

7. Upload your **new db_conn_open.asp** to your server, overwriting the original in the **vsadmin folder**

Note

That should be working fine now and you can check the connection at the following URL: **www.yourdomain.com/vsadmin/admin.asp** and you can login with the default username **mystore** and password **changeme**.

If when you login and you get a message saying your Database Connection needs to be set then try following the above steps again checking everything carefully.

If you get an error message saying that your database is not writeable then this will indicate that your connection has been set correctly but you will need to contact your host to get write permissions set to your database folder.

We would also recommend making a back up of the db_conn_open.asp file just in case it gets overwritten at any time.

If you receive this error when trying to add new products or categories:
Operation must use an updateable query.
...then it means that your database doesn't have write permissions. You can contact your host and ask them if there is a special folder on the server where the database should reside or if they could apply the correct permissions (writeable but not browseable) to the fpdb folder.

SECURITY TIP

The best place for your database is outside the web root. Most hosts provide a special folder for this with the database permissions already set. Using a folder outside the web root will make it difficult for anyone to download your database and gain access to your username and password. Otherwise you must set the permissions on your database folder so that your database cannot be downloaded. More information is available **here**.

SECURITY TIP

Rename your database from vsproducts.mdb to a name of your choice, (keeping the .mdb extension of course).
Examples would be (though don't use ours) yourstore591.mdb or database2221.mdb
This will make it harder for anyone to find your database if your database folder permissions are set incorrectly.

Important

The folder where the database resides should be non-browseable. This means that nobody will be able to download your database by typing in www.yourstore.com/fpdb/vsproducts.mdb - it's worth running a check. If you can download the database then ask your host if there is a special folder under the root of the site where your database can be placed, if they can set non-browseable permissions on the database folder, or in Frontpage, right click the database folder, choose properties and uncheck the "allow files to be browsed" box.

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PHP Version

To set the database connection, open the file **vsadmin/db_conn_open.php** in a text editor such as **Notepad**. You need to fill in the details in the spaces provided. The 4 pieces of information that you need to provide are the **username** and **password** for database access, the **name of the database** and the **address of the database**. If you are in any doubt about these, please ask your host who will provide you with the information. Then fill in the gaps between the quotes as shown.

$db_username = "**loginname**"; // Your database login username
$db_password = "**loginpassword**"; // Your database login password
$db_name = "**databasename**"; // The name of the database you wish to use
$db_host = "**localhost**";

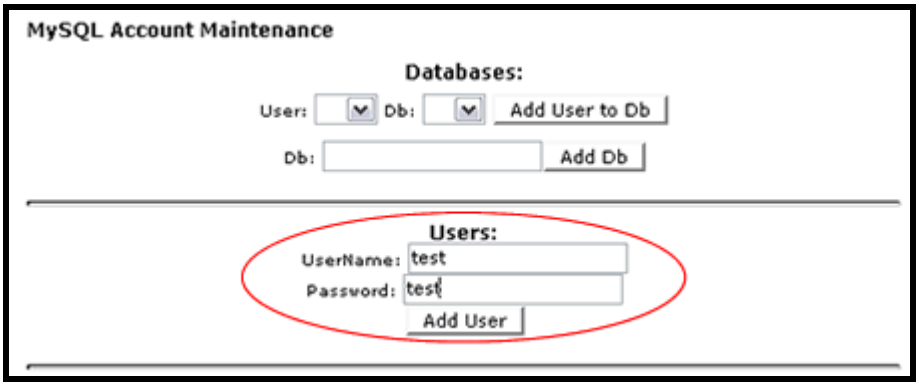
The last parameter **$db_host** is normally "**localhost**". However, it can also be a URL like

$db_host = "db.myhost.com";

You host should have given you access to a hosting control panel where, amongst other things, you can set up the **mySQL database connection**. Here's an example using "cpanel"

1. **Log** into to your hosting control panel, this will typically be the URL **www.yoursite.com/admin/ or www.yoursite.com/cpanel/** and after entering your username and password you should see a screen with the mySQL icon:

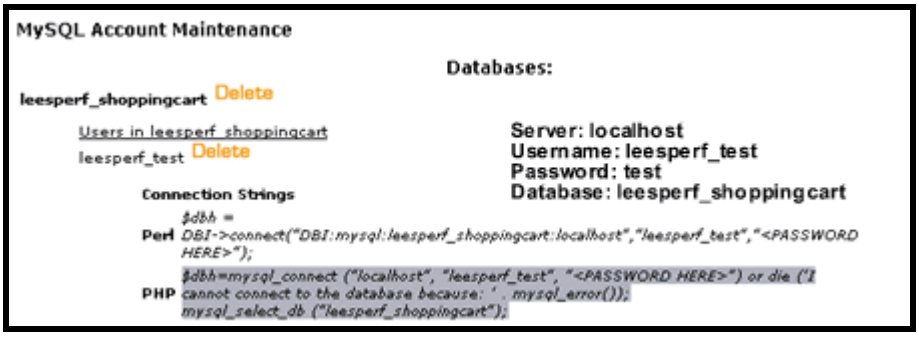
2. Click there and choose your **user name and password**, then click "**Add User**"



3. When the screen refreshes you'll need to give your database a name and click on **Add db**:

4. Finally **choose the database** you have just set up from the **drop down** and choose "**Add User to Db**"

5. You will then be presented with details of your connection string that you can **copy** and **paste** into **db_conn_open.php**.



Note

Make sure you include the **underscore** in your user name and database name

6. **Upload** the **db_conn_open.php** and **replace the file** in your **vsadmin directory**

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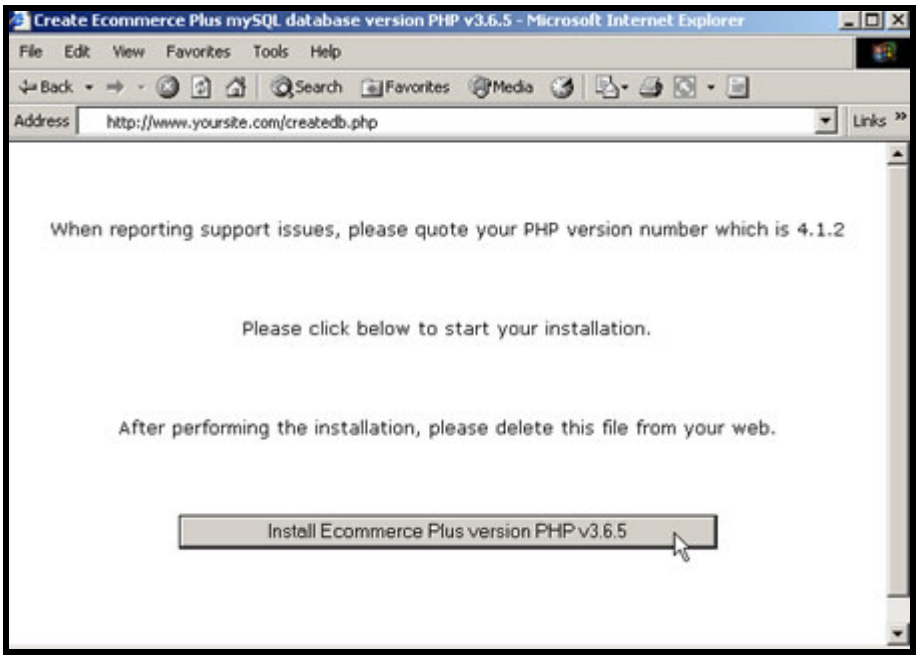
Once this information has been correctly entered and uploaded, you can **install the database tables and data**.

7. To do this, just open the file **createdb.php** in a browser by entering the address for instance:

   http://www.yoursite.com/createdb.php

   Replacing "www.yoursite.com" with whatever is the URL of your site.

   The following screen will appear, please see following page:


Create Ecommerce Plus mySQL database version PHP v3.6.5 - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://www.yoursite.com/createdb.php
Links
When reporting support issues, please quote your PHP version number which is 4.1.2
Please click below to start your installation.
After performing the installation, please delete this file from your web.
Install Ecommerce Plus version PHP v3.6.5

8. Then click on the button to **Install Ecommerce Plus** and your database will be created. Please remember to delete this file from your web after running it, as otherwise others could use it to destroy your information.

The store should be working fine now and you can check it at:

www.yourdomain.com/vsadmin/admin.php and you can login with the default user name **mystore** and password changeme.

Please view our tutorial at www.ecommercetemplates.com/tutorials/ for further help.

Files and folders

Now the store is on the server it may be an idea to become familiar with the files and folders that make up the store itself. Below is an overview of what each folder includes and its function:

Fpdb: This is where your database resides. *(ASP version only)*

Images: This folder contains all the graphics that are used in the design of the site – it should also contain a folder called “extras”, where you can find the .png files and/or blank graphics.

Prodimages: This is the default folder for placing your product images. You’ll see that at the beginning it contains the dozen or so images used in the default store.

Vsadmin: This is where all the admin pages, scripts and images are kept. You don’t need to make any design changes here but there a couple of files that you may need to edit once you have all the files published to your server.

Includes: This folder contains the include pages. If you’re not familiar with includes, these are files that are used on several or all of the pages on the store – updating these pages will cause all pages that “include” them to be updated at the same time. They are typically news sections, headers, menu and footers. *(Frontpage only)*

Templates: This folder should contain the .dwt file, usually called Main.dwt. This is where you should make the global changes to your site. Once you've made the changes to this file, save it and you'll be prompted if you want to update all the files using this template - agree to the prompt and you should be able to see the modifications you've made on subsequent pages. *(Dreamweaver only)*

Library: Some of the templates use library items for the news sections or menus. These can be inserted or deleted from the editable sections and like the .dwt file, any changes made to the .lbi file will be made on all the pages containing the library item on saving. *(Dreamweaver only)*

The other files are the ones that make up the site and store itself and will have a .html, .php or .asp extension.

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Security Issues

At Ecommerce Templates we take security very seriously and have put some measures in place to maximize the integrity of your online store. We strongly recommend keeping up with the updater releases available from **www.ecommercetemplates.com/updaters.asp** - apart from the new features we are adding they also include additions to improve on performance and security.

Please take some time to go through the following steps once you have your store published and database connection set.

Make sure your database isn't downloadable (ASP Version)
You can test this yourself by typing in the address eg www.yourstore.com/fpdb/vsproducts.mdb. If you receive an option to download the .mdb file then it probably means that people can access your database.
Please check with your host if you have any doubts at all. Most hosts will provide you with a directory below the root of your web with the correct permissions already set.

Change the name of the file vsproducts.mdb (ASP Version)
This is quite simple but do back up the database first just in case.
Rename vsproducts.mdb to whateveryoulike.mdb and in db_conn_open.asp change the instance there of vsproducts.mdb to whateveryoulike.mdb
No other changes are necessary

Change the name of the vsadmin folder
This again is quite simple. Download the vsadmin folder, rename it and upload it to the server again.
In the old vsadmin folder (the one that is still called vsadmin) open includes.asp and add these two lines:
disallowlogin=TRUE
notifyloginattempt=TRUE
For the PHP version, open includes.php and add these two lines

$disallowlogin=TRUE;
$notifyloginattempt=TRUE;

When updating remember you will need to upload the updater files to both the new and old folders.

Change the default password / login
This is the second thing you should do after making sure your database is not downloadable. Also be sure to use DIFFERENT username / password combinations for your control panel, FTP, bank etc etc.

Back-ups

Do make sure that your host has a system in place for backing up your site. You can also make regular back-ups yourself but if there is any problem with your local copy, it's important to be sure the host has a good recent copy.

Check again
Check the above points at regular intervals in case permissions get changed or files get overwritten.

Read our files on fraud and checks
http://www.ecommercetemplates.com/help/fraud.asp
http://www.ecommercetemplates.com/help/checklist.asp

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Chapter 2
Main Settings & Payment Providers

The control panel
Change admin username and password
Main admin settings
Country settings
Currency converter
Email confirmation
Email object
Store URL
Products per page
Use top category
Handling charge
Shipping type
Pack products
USPS / UPS
Stock management
Delete orders
Delete credit card numbers
Admin tweaks
Multiple languages
Edit payment providers
Supported payment providers
Email
Custom
Setting up a secure server

The Control Panel

Once the site is uploaded to your server and the database connection has been set, it's possible to connect to the admin area. Depending on the version your admin area will be here:

ASP Version

www.yourstore.com/vsadmin/login.asp

PHP Version

www.yourstore.com/vsadmin/login.php

The default username is - **mystore**
The default password is - **changeme**

Once you have logged in you will be presented with links to the various sections that make up the control panel, the main admin settings are detailed below.

SECURITY TIP
You can change the name of the vsadmin folder to make it more difficult for people to find your admin section.
Download the vsadmin folder, rename it and upload it to the server again.

In the old vsadmin folder (the one that is still called vsadmin) open includes.asp and add these two lines:
disallowlogin=TRUE
notifyloginattempt=TRUE

For the PHP version, open includes.php and add these two lines
$disallowlogin=TRUE;
$notifyloginattempt=TRUE;.

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Change Username and Password

This should be your first change as all the templates come with the same combination. It's best to choose an alphanumeric combination and make sure you write them down and save in a safe place. If you forget the combination later on it is possible to retrieve them, there is help in our troubleshooting page.

1. To change the Username and Password click on the

button.
2. Key in your **Username**
3. Key in your **Password** and repeat this process for the **Confirm Password** option

Click on **Submit**

Main admin settings

To access the main admin settings login to your control panel and click on the main settings link in the left hand menu.

Edit admin settings

This will be the next page you will want to visit and includes all the important information regarding the general functionality of your store. The various options are outlined below:

Country settings

Which country settings do you wish to use for currency symbols etc.
Country Settings:
Great Britain and Northern Ireland

This is where you select your country / currency default. So if your store sells in UK Pounds you would want to choose Great Britain and Northern Ireland.

Currency Converter (optional)

It is possible to show your prices in up to three other currencies other than the default. Sales will always be processed in the default currency but it does provide a guide for international purchasers regarding the approximate price in their local currency.

If you would like to have up to 3 currency conversions, please enter the rates and currency symbols below.
(If you don't want to use currency conversions, just leave these blank. If you are using the auto system, just choose the currency symbols you require and the rates will update automatically.)
Conversion 1: Rate Symbol None
Conversion 2: Rate Symbol None
Conversion 3: Rate Symbol None
(This login and password setting are only if you wish to use the Ecommerce Templates Auto Currency updater system.)
Username: testuser
Password: testpw

You can set your own rates and change them when you like by filling in the rate field and selecting the currency of your choice from the drop down menu for symbols.

- Alternatively it is possible to connect to our currency updater. This is currently a free service using the username (**testuser**) and password (**testpw**) but in the future there will be a monthly charge for connecting to our updated rates. Although updated regularly these will only ever be

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approximations and we strongly suggest that you make that clear on your store.

If you do not want to show alternative currencies on your product and product detail pages then leave all the fields blank and the feature will be ignored on your store.

Email confirmation

You will probably want to be notified by email once an order is placed on your store. You can choose that option by ticking the box here and adding your email address. It is important that the address you stipulate is valid for your store domain so it should be in the format of you@yourdomain.com rather than you@anotherdomain.com

Would you like to receive a confirmation email when orders come in.
Email confirmation:
The email address to which confirmation emails should be sent.
Email address:
you@yourdomain.com

If you have problems receiving emails from your store, please view our troubleshooting guide.

Email object (ASP version only)

The email address you set in the "Email address:" section is very important. It has to be an address on the same domain as your website as this is a security feature for most hosts to avoid SPAM. For instance if your website is www.yourwebsite.com then an email address on that domain would be say info@yourwebsite.com.

You should see a section "Email Object". In the drop down list you will see a list of the available email objects that are installed on your server. If you don't see any available email objects in the list, then you need to ask your host if they can install an email object for sending email from an ASP page like for instance
CDONTS
CDO
ASP Email (PERSITS)
ASP Mail (ServerObjects)
JMail (Dimac)
Some of these are free, so there shouldn't really be a problem. From version 4.0.1
SMTPMail (SoftArtisans)
is also supported.

Ok, so now you can choose an email object in your admin main page. The best one to try first is CDONTS, as it doesn't require any further configuration. Set the email object to CDONTS and then press submit at the bottom of the admin main page, and try an "email friend" to yourself. If you receive the email you are all set.

If you still can't get email to work, please ask your host if they have a test script for sending email from an ASP page. Once you have tried the test script using one of the email objects that we support (listed above), send us an email with your FTP login details and URL of the test script and we will have a look at why emails are not working from your Ecommerce Plus template.

One other important note. You need a properly configured mailserver to send emails from an ASP page. For this reason, don't worry about emails if you are testing on your local machine. It will come together when you publish to your host.

There are several "standard" email objects that can be used to send emails on a windows server.
Those available are listed here.
Please note, CDONTS does not require you to set the mailhost. CDO May require this depending on your hosts configuration. Other email objects DO require the mailhost to be set.More information setting the mailhost is available here. General email help is available here.
Email object:
CDO
If using CDONTS (above) as your email object you do not need to set this. CDO may require this to be set.
SMTP Server:
You only need to set this if your SMTP server requires authentication to send email from an ASP page.
If in doubt just leave it or ask your host.
Username:
Password:

If you run into any problems and don't receive emails be sure to check out the email troubleshooting section.

Store URL

This piece of information is crucial to the store functionality. In most cases the base URL will be the same as your domain, such as **http://www.yourstore.com/** but if you have placed your store files in a different folder you would need to specify that here, for example http://www.yourstore.com/folder/ or http://folder.yourstore.com/

The Store URL should be the base URL of your store, including directory name if you have placed your store in a sub directory.
Store URL:
http://www.yourstore.com/

Products Per Page

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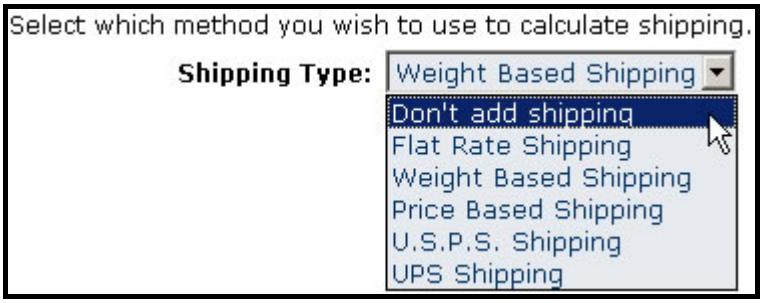
By default the number of products that show on your product page is eight – if you would like to change that then enter a different value here. Remember that setting a high value will slow the page load time.

Handling charge

This is where you can set a charge for handling. It will apply to all products on your store. If you need to change the text that appears on your store for "handling" then this can be edited in the file vsadmin/inc/languagefile.asp/.php

Shipping type

Here is where you will choose your shipping method. We have ample instructions to help set up this part in our shipping section. Remember it is only possible to use one shipping method on a store, mixing them is currently not an option.



Pack products

This is where you can set the shipping totals on products individually (pack products separately) or on the order as a whole (pack products together). The option is available for UPS, USPS and weight based shipping only.

Select how you pack products, for shipping calculations.
(Only affects UPS / USPS and weight based shipping)
Pack Products:
Pack products separately.
Pack products separately.
Pack products together.

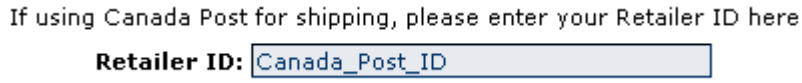
USPS /UPS

The following 3 options are for UPS / USPS shipping only and should be self-explanatory.

If using USPS shipping method, please enter your USPS username and password.
Please note, for UPS shipping, you have to use the registration for here.
Username:
Password:
Also, if using UPS / USPS shipping method, please enter the zip / postal code of the shipping origin.
Zip Code: YOURZIP
If using UPS shipping, you can choose if you wanted to use lbs and Oz or Kilograms for product weights.
Please note, some countries may be restricted as to available shipping units.
Shipping units: Use Kilograms to specify product weight.
Use lbs / Oz to specify product weight.
Use Kilograms to specify product weight.

Canada Post

If using Canada Post add you Retailer ID here.



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Stock management

This allows you to set the number of items in stock and when the last item is added to the cart the "Buy" button is replaced by an "Out of Stock" message.

The text for **“Out of Stock”** can be changed in the **vsadmin/inc/languagefile.asp/.php**

It's also possible to configure how long the last item can remain in someone's cart until it becomes available again if a purchase is not made:

Would you like to use stock management?
If so please indicate how long an item in a shopping basket is marked unavailable.
Consider item unavailable for:
Don't Use Stock Management
Don't Use Stock Management
2 hours
3 hours
4 hours
6 hours
8 hours
12 hours

This means that if the last item is added to the cart, and the person decides not to purchase, then after the designated time (three hours in the above example) the item becomes available again for purchase.

The number of items left in stock is shown in the product admin section - each product will have a number after it like this:
PC Keyboard (6)
The number will decrease with each sale. It is necessary to "turn on" the stock management in your Main Admin page to use this feature.

If you are using Stock Management it is also possible to download the current items you have in stock. This can be achieved through the products admin page by clicking on the “dump inventory” button. This will download a .csv file that can be viewed in Excel.

From Version 4.4.0 you can use stock management on product options as well as on the overall product. On the products admin page if you are using stock management you should see a drop down menu which allows you to choose between "In Stock" that will set the stock level for the overall product and "By Options" which will set stock levels by the stock of the product options.
An important thing to note is that if you share an option between 2 products the options stock is shared between 2 products. This could be useful if you have say only 20 disk drives, each of which could go in one of 5 different

models of PC. However, if this is not what you intend then on the product options admin page we have also provided a "Clone" button to quickly create a copy of one product option. Using the Option Working Name you will also be able to distinguish these internally.

From version 5.0.0 stock management will indicate if a request to add to cart can only be partially completed. For instance if someone wants 10 of an item, but only 6 are available. The number of items in stock can be shown on the products page with an addition to includes.asp / includes.php It is also possible to not show out of stock products on the products page but keep them in the products admin page for future use.

IMPORTANT NOTE
If you find that orders are remaining out of stock after the time stipulated in the main admin settings then go to the admin orders page and do a "power search" for unauthorized and cancelled orders and delete all of them. Then hit the "purge deleted" button and that will free up the stock again.

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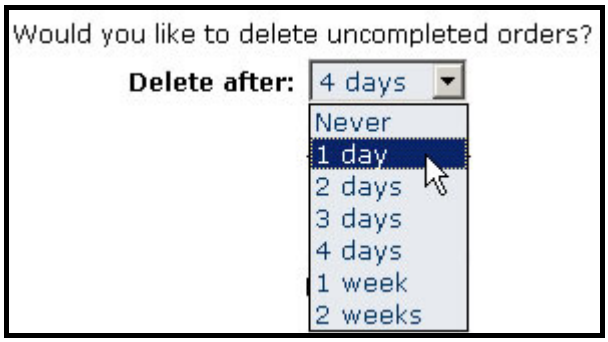
Delete orders

There will always be a number of “purchasers” who finally decide not to go through the purchase process and abandon the cart. It may be they’ve changed their mind or are simply finding out how the store works. In this case the order will show in the order admin page with a gray “authorize” button. In these cases it’s important to check with your payment processor admin to find out if payment was made or not. In the majority of cases this won’t have happened so the “order” can be deleted. This feature will delete unauthorized / uncompleted orders in the amount of time stipulated in the drop down menu. It is also possible to delete orders manually in the orders admin page.

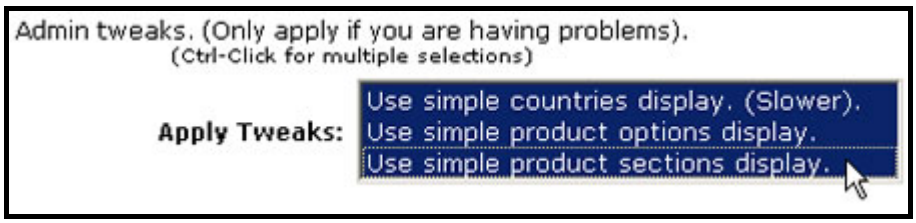


Delete credit card numbers

This option only applies if you are using Offline Credit Card Processing through our “Capture Card” method. It is a further security measure so that sensitive credit card information is left on the server for the minimum amount of time possible. You can select the amount of time that the credit card details can be viewed through the online admin orders page – we strongly recommend setting this to a workable minimum. If you are not using the Capture Card method, this feature can be ignored.

Admin Tweaks

You should only need to select these options if you are having problems viewing the admin pages, particularly the Admin Countries page. If this doesn't resolve your problem we suggest using a Browser such as Netscape 7 for making changes to the Admin Countries page.


Admin tweaks. (Only apply if you are having problems).
(Ctrl-Click for multiple selections)
Apply Tweaks:
Use simple countries display. (Slower).
Use simple product options display.
Use simple product sections display.

Remember that any changes you make on this page will only take effect after you have clicked on the "Submit" button.

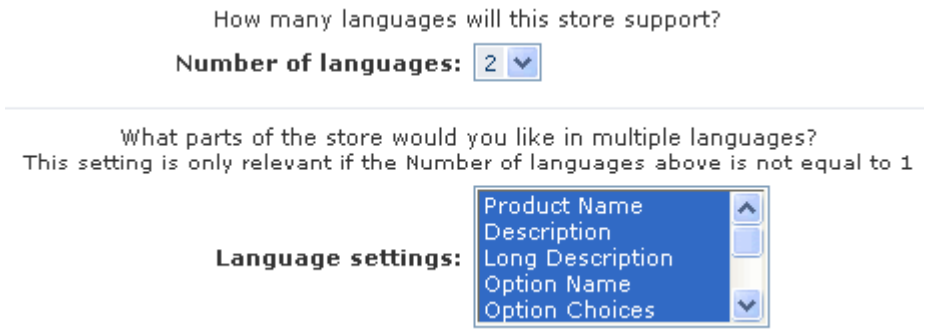
Multiple languages

How it works

This feature was added in Version 4.8.0 and allows you to have up to 3 languages running off the same database and control panel. You can select the number of languages you require and which parts of the store you want to translate from your main admin page. The full set up details are outlined below.

How to set it up

The first thing you will need to do is to define how many languages you will be using and which parts of the store you are going to translate. In the main admin settings of the control panel you should see a drop down menu for the number of languages and a box with the different sections. Use Ctrl + Click for multiple selections.


How many languages will this store support?
Number of languages: 2
What parts of the store would you like in multiple languages?
This setting is only relevant if the Number of languages above is not equal to 1
Language settings:
Product Name
Description
Long Description
Option Name
Option Choices

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As you will probably want to offer the navigation and information pages in other languages then the next thing you will need to do is upload all the store files and vsadmin folder to a new folder on your server. For example, if you are going to have a Spanish based store then make a folder called /spanish/ on your server and upload all the files there.

The last thing you need to do is to tell the database which language is being used in that particular version. Open vsadmin/includes.asp or vsadmin/includes.php for the new language store you have set up and add this to the list for the ASP version:

languageid=2

..or for the PHP version:

$languageid=2;

where the number 2 is the identifier of the language. As an example if you have the main store set up in English and language versions for Spanish and French then you would have the languageid as 1 for English, 2 for Spanish and 3 for French in the respective include pages.

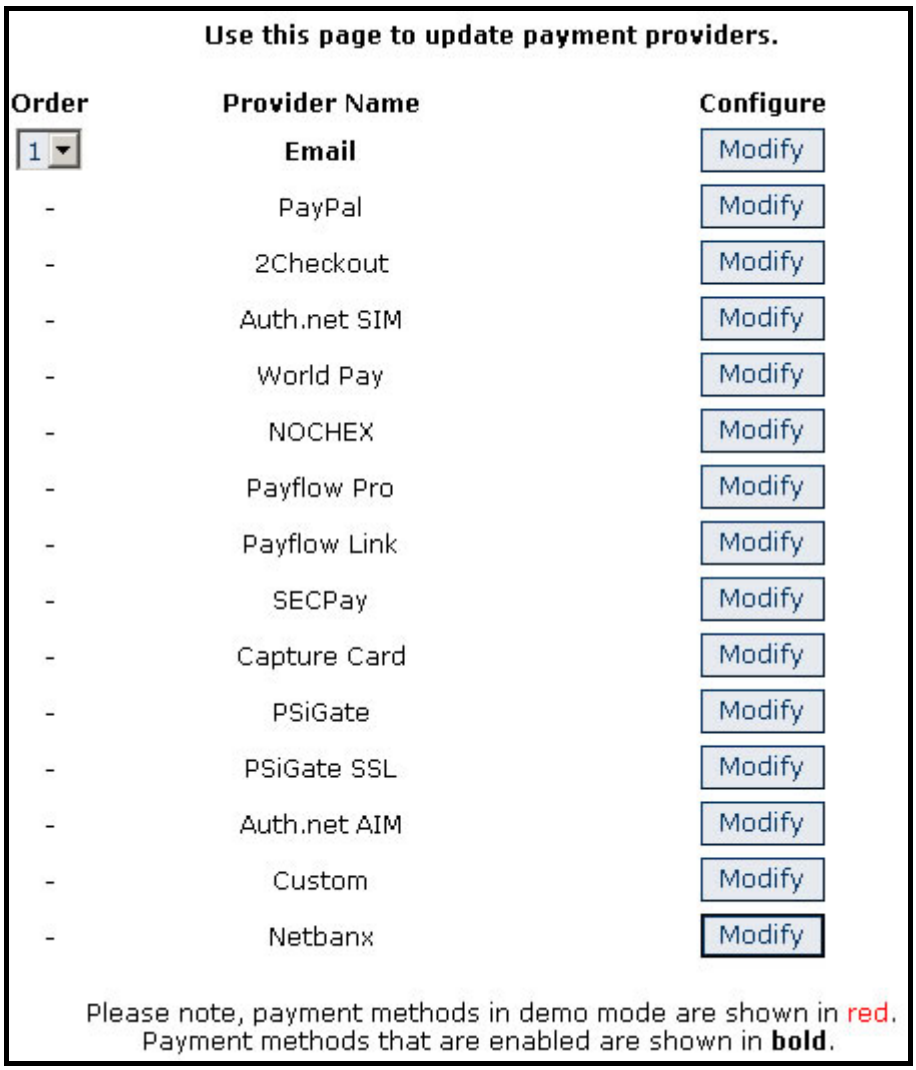
You can now go into your control panel and start adding the information for the alternative languages. As an example if you have chosen to have separate language product names then in the products admin you should see three boxes, the first for the main store language the next two for the alternatives:

Once that is all set up you can add links from your main store to the two new language stores.

Edit Payment Providers (Main Page)

The Payment Providers Admin page shows a list of the payment processing companies and methods currently supported by Ecommerce Templates.

To access the Payment Provider click on the payment providers link from the left hand menu.



Order Column This column allows you to define the order that payment options appear on the checkout page of your store.

Provider Name The second column is the list of payment companies / methods currently supported.

Configure You can set the necessary details of the payment method.

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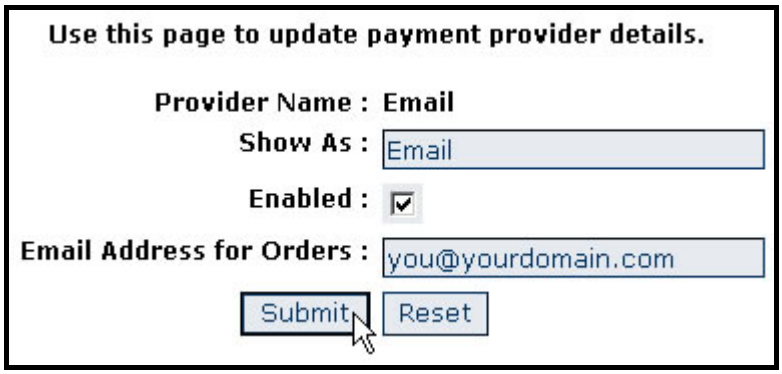
Supported Payment Providers

Email

The email option will simply email you the order details from a purchase. It will not include any credit card information and can be used if you would like to accept money orders, checks, cash on delivery etc. You can make it clear on your store the payment methods and process you are willing to accept here and it's possible to change the default text for "Email" in the "Show As" field. You may wish to change this to something like "Check" depending on what you will be using it for.



You can have a second email type payment provider by selecting Email2 and a third by downloading the files from www.ecommercetemplates.com/free_downloads.asp and uploading these to your vsadmin/inc/ folder. From the payment provider list, this would be listed as "Custom".

Supported payment providers

Please view our online help pages listed below for help with setting up with the supported payment providers

ASP Version	PHP Version
· Using 2Checkout	· Using 2Checkout
· Using Authorize.net	· Using Authorize.net
· Using PayPal	· Using Linkpoint
· Using PayPal Pro	· Using Payflow Link
· Using Linkpoint	· Using Payflow Pro
· Using Payflow Pro	· Using PayPal
· Using Payflow Link	· Using PayPal Pro
· Using WorldPay	· Using Secpay
· Using USAepay	· Using WorldPay
· Using Moneris	· Using USAepay
· Using PSiGate	· Using Ogone
· Using Secpay	· Using PayGate
· Using Ogone	· Using Paymate
· Using Paygate	· Using eway
· Using Protx	· Using Moneris
· Using ePDQ	· Using PSiGate
· Using Paymate	· Using Protx
· Using eway	· Using ePDQ
· Using NOCHEX	· Using NOCHEX

Capture card (ASP version)

Some people want to capture their own credit card numbers to run through a terminal as a quick and easy way to get their online store going. For this we provide Capture Card, however please be aware that the fact that **you are responsible for your customers credit card details makes this far from simple and we strongly advise using one of the online credit card processors unless you are fully aware of all security issues involved.**

You will need a SSL certificate installed, either your own or shared from your host.

IMPORTANT NOTE
To reduce security risks set the automatic deleting of credit card information to a workable minimum level - we would suggest that 2 days is more than ample time. This setting can be found on the main admin page. You can also manually delete the credit card information from your database by hitting the "delete" button. **We strongly advise that you delete the credit card information as quickly as possible to reduce the security risks. It is also imperative to keep up to date with the latest ecommerce template updaters which are released at regular intervals.**

Requirements.

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· Windows server supporting .asp pages and an Access database
· SSL certificate
· Personal certificate
· ASPEncrypt component installed on your server
· Internet Explorer 5.5+

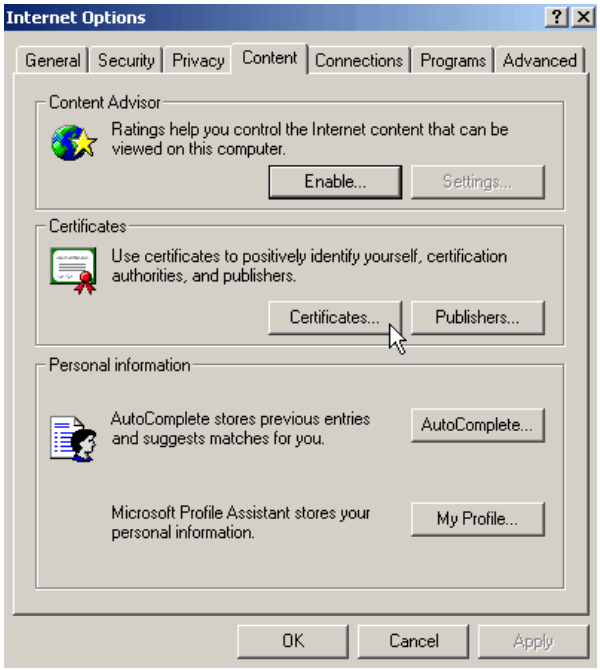
Setting up the "Capture Card" system with ASPEncrypt installed.

To set up the "Capture Card" system please do the following.

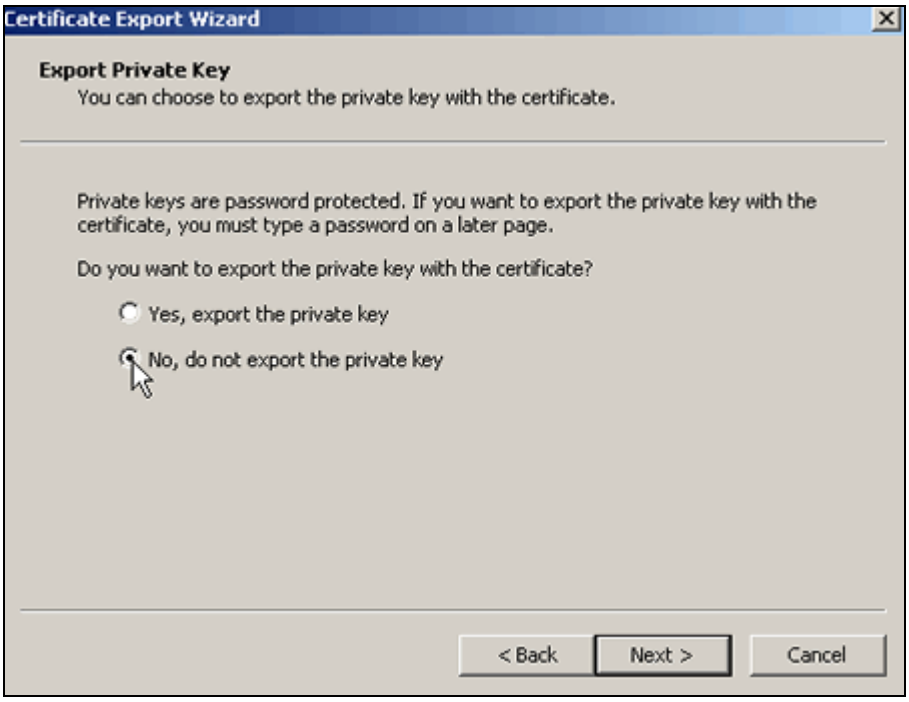
1. To obtain a **Personal Certificate**, please go to the following **URL** and follow the onscreen instructions.

   http://support.persits.com/encrypt/demo_cert.asp

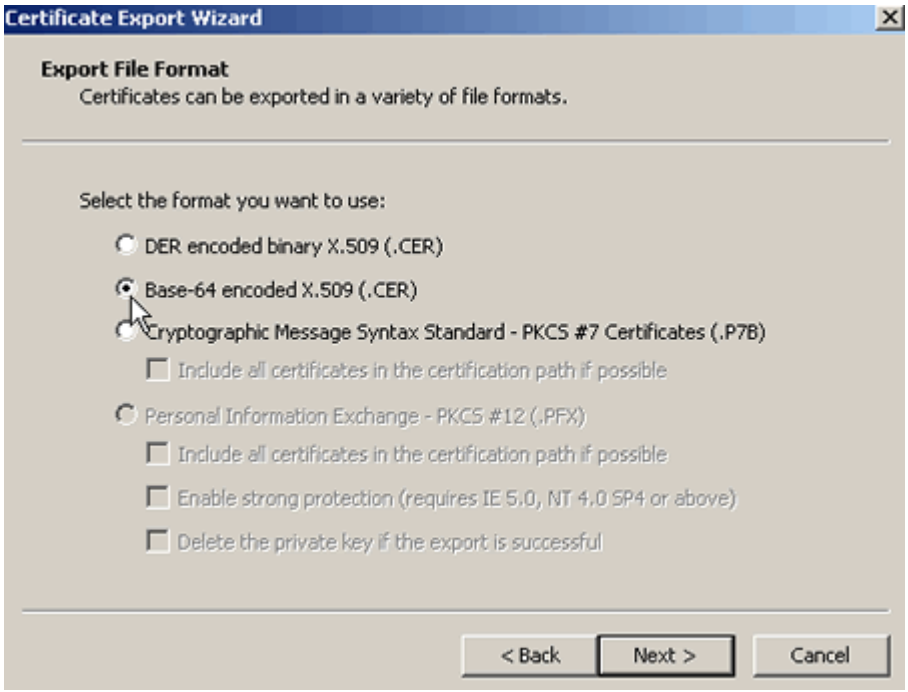
2. Once you have installed your **Personal Certificate** in **Internet Explorer**, you must now **export** your **Public Key**. To do this, in Internet Explorer go to **Tools** -> **Internet Options** and **click** on the "**Content**" tab. Now click on "**Certificates**…".



3. On the "**Personal**" tab you should see the certificate you have just installed. Click on this and choose "**Export**…" to bring up the export **certificate wizard**.


Certificate Export Wizard
Export Private Key
You can choose to export the private key with the certificate.
Private keys are password protected. If you want to export the private key with the certificate, you must type a password on a later page.
Do you want to export the private key with the certificate?
Yes, export the private key
No, do not export the private key
< Back
Next >
Cancel

4. The first step of the wizard will ask you if you want to export the private key with the certificate. You **MUST** select "**No**, do not export the private key". This is most important as if you export the private key you will be compromising the security of the system.


Certificate Export Wizard
Export File Format
Certificates can be exported in a variety of file formats.
Select the format you want to use:
DER encoded binary X.509 (.CER)
Base-64 encoded X.509 (.CER)
Cryptographic Message Syntax Standard - PKCS #7 Certificates (.P7B)
Include all certificates in the certification path if possible
Personal Information Exchange - PKCS #12 (.PFX)
Include all certificates in the certification path if possible
Enable strong protection (requires IE 5.0, NT 4.0 SP4 or above)
Delete the private key if the export is successful
< Back
Next >
Cancel

5. On the next page of the wizard choose **Base-64 encoded X.509 (.CER)** as the format. Now give the file a filename such as **certificate.cer** and save it on your desktop or somewhere you have easy access to it.

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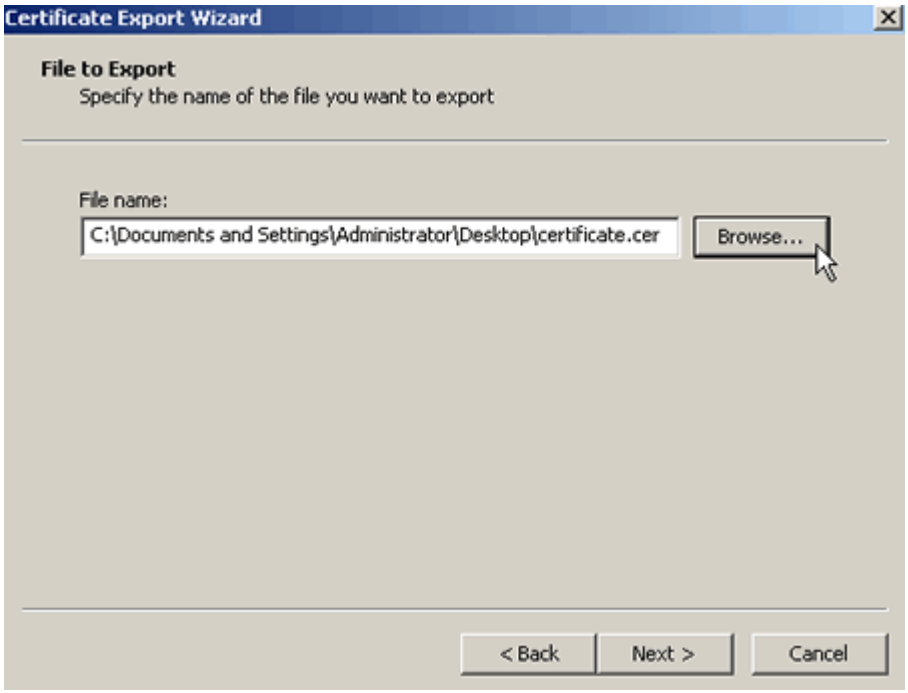
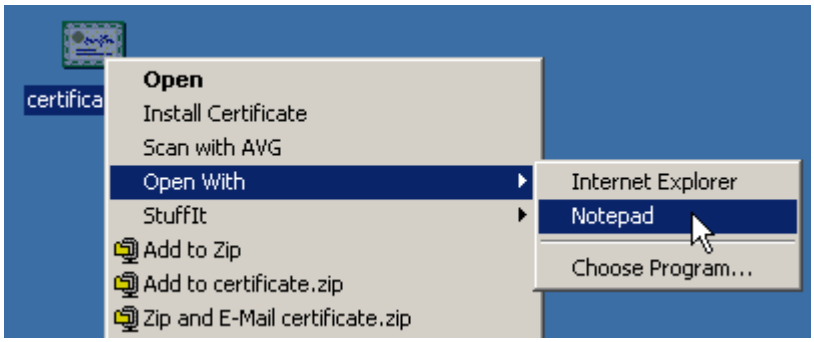
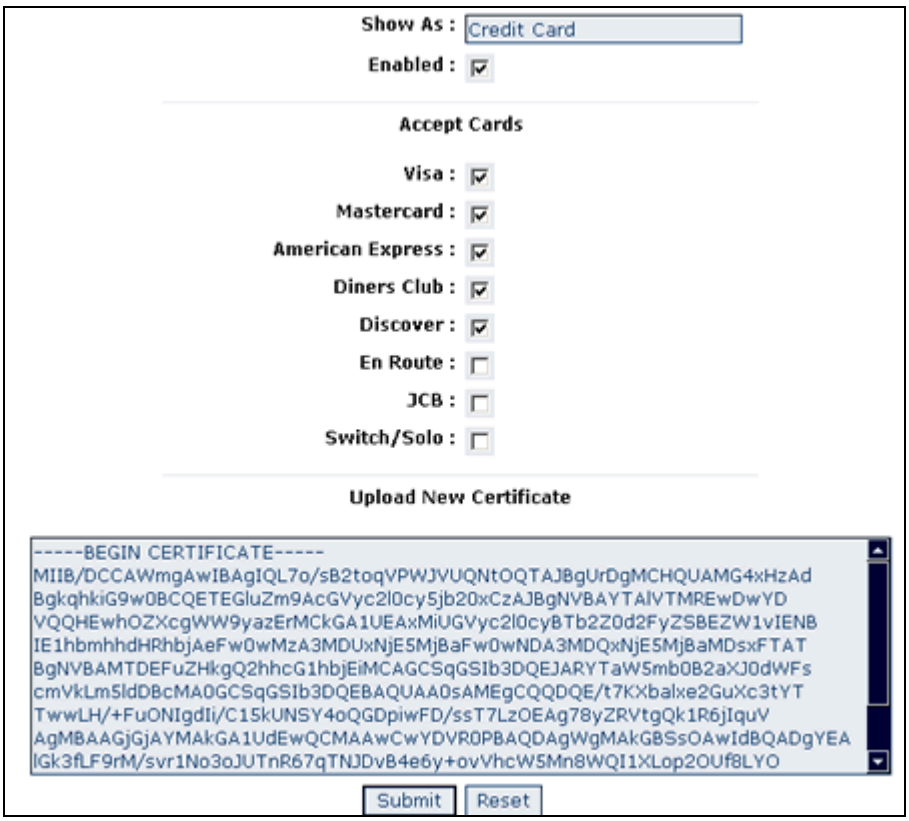


6. **Run notepad** or other text editor and open this **certificate.cer** file.



Remember that as certificate files are automatically created with a .cer extension, to look under "all files" and not just files with a .txt extension.

7. **Open** your **Ecommerce Plus template online admin section**, click on **Payment Providers** and then click on **modify** for **Capture Card**.



8. You want to make sure the processor is "**Enabled**", **select** the **credit card** types that you want to use and in the box at the bottom where it says "**Upload New Certificate**" you want to **copy** and **paste** all the information in your **certificate.cer** file to the this box, and then click "**Submit**" to **upload the certificate information**.

Now try a test transaction. After the first checkout page all information will be taken on a secure connection.

(For instance https://www.yoursite.com/cart.asp.) For this to work you will need to have an SSL certificate installed on your site, and which you can obtain from www.thawte.com or www.geotrust.com.

If you do not have an SSL certificate installed then for testing purposes you can override this by opening the file vsadmin/includes.asp and set the following

pathtossl = "http://www.yoursite.com/"

(Obviously you would replace yoursite.com with the actual name of your site.) This will force the system to use an http (unsecure) instead of https (secure) connection.

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You can also use this method if you want to use a different URL for your secure connection. Though do remember, both locations must be able to see the database.

Also, the switch to secure server relies on the setting of the store URL in the admin main page, so do remember to set this properly.

To complete a Capture Card transaction you will need a valid test credit card number such as **4111111111111111** and just choose any date.

After completing a test transaction you now want to make sure you can view the credit card number. Log in to your Ecommerce Plus admin section and go to the orders page. Now click on the order you just made. You should see a certificate pop up asking if you want to install Xencrypt by Persits software. This is the object that will "decode" your credit card numbers, so please select Yes to install this if you wish to view the results of credit card transactions. This process only needs to be performed once. Remember to always view the admin orders page on an HTTPS connection.

To reduce security risks set the automatic deleting of credit card information to a workable minimum level - we would suggest that 2 days is ample time. This setting can be found on the main admin page. You can also manually delete the credit card information from your database by hitting the "delete" button.

Checklist for the ASPEncrypt method

1. Go to **http://support.persits.com/encrypt/demo_cert.asp** and follow the onscreen instructions.
2. In **Internet Explorer** go to **Tools** -> **Internet Options** -> **Content** -> **Certificates**
3. Click on the **new certificate** and choose "**Export**"
4. Select "**No**" to export the private key
5. Choose **Base-64 encoded X.509 (.CER)** as the format
6. Name the file **certificate.cer** and save it to you desktop
7. Open the file **certificate.cer** in **Notepad** or your favorite text editor
8. In your **admin section** of your ecommerce template open the "**payment providers**" page
9. Click on "**Modify**" for the "**Capture Card**" option
10. Select the credit card types you want to allow
11. **Paste all the code** from the **certificate.cer** that you have open in Notepad to the box entitled "**Upload new certificate**"
12. Press **submit** and **test**!

F.A.Q.

- · What is ASPEncrypt?
- · Can I use my host's shared SSL certificate?
- · What is a personal certificate?
- · Is this system really secure?

What is ASPEncrypt?

ASPEncrypt is a component that resides on your host's server. It provides a client-side ActiveX sub-component, called XEncrypt, which performs all cryptographic operations directly on your machine for better security. In particular, operations involving the user's private key such as digital signing and data decryption can be performed without jeopardizing the security of the private key. More information from www.aspencrypt.com.
Not all hosts have the component installed so it is worth asking - we recommend the Windows hosting at www.tokios.net

Can I use my host's shared SSL certificate?

Yes, you can. Alternatively you can apply for your own through a company like Thawte, Geotrust or InstantSSL.

What is a personal certificate?

This is a data structure that stores someone's personal information such as a name or email address, together with this person's public key. As the credit card details are encrpyted, this will be necessary so that only you have access to the credit card information through your control panel.

Is this system really secure?

It's as secure as we can possibly make it. If anyone was to gain access to your database, they wouldn't be able to see any of the sensitive information stored there as it is in an encrypted form. As with any web site, store or application you should always pay particular attention to the security issues. Remember to secure your database so that it cannot be downloaded, make regular back-ups, change your passwords, make them alphanumeric and if you are running your own server, keep your Windows patches updated.

We have provided more information about setting up on a secure server here

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Capture Card (PHP Version)

Some people want to capture their own credit card numbers to run through a terminal as a quick and easy way to get their online store going. For this we provide Capture Card, however please be aware that the fact that **you are responsible for your customers credit card details makes this far from simple and we strongly advise using one of the online credit card processors unless you are fully aware of all security issues involved.**

You will need a SSL certificate installed, either your own or shared from your host.

IMPORTANT NOTE
To reduce security risks set the automatic deleting of credit card information to a workable minimum level - we would suggest that 2 days is more than ample time. This setting can be found on the main admin page. You can also manually delete the credit card information from your database by hitting the "delete" button. **We strongly advise that you delete the credit card information as quickly as possible to reduce the security risks. It is also imperative to keep up to date with the latest ecommerce template updaters which are released at regular intervals.**

To set up the "Capture Card" system please do the following.

1. **Open** your **Ecommerce Plus template online admin section**, and **click** on **modify** for **Capture Card**. You want to make sure the processor is "**Enabled**", select the **credit card types** that you want to use.

2. Open the file **vsadmin/includes.php** and set **$encryptmethod="";** to **$encryptmethod="mcrypt";.**

It does require the mcrypt library 2.4 or above to be compiled with PHP so ask your host. You also need to set a "pass phrase" in the vsadmin/includes.php file. For instance...

$ccencryptkey = "spqncopw this is a good passphrase to use";

Do make it unique. Do add random text. Do make it at least 32 characters long.

Please note that if someone manages to compromise your database AND your site so they gain access to your secret phrase, then it is possible that they can decrypt the credit card numbers. It is not a public / private key type algorithm. However it does add an important extra level of security.

You can also set the encryption cypher used by setting for instance...
$mcryptalg = MCRYPT_RIJNDAEL_128;

...in your includes.php page. A list of cyphers supported in PHP is available here...
http://www.php.net/manual/en/ref.mcrypt.php

Now try a test transaction. After the first checkout page all information will be taken on a secure connection. (

For instance https://www.yoursite.com/cart.php.) For this to work you will need to have an SSL certificate installed on your site, and which you can obtain from www.thawte.com or www.verisign.com. If you do not have an SSL certificate installed then for testing purposes you can override this by opening the file vsadmin/includes.php and set the following

$pathtossl = "http://www.yoursite.com/";

(Obviously you would replace yoursite.com with the actual name of your site.) This will force the system to use an http (insecure) instead of https (secure) connection.

You can also use this method if you want to use a different URL for your secure connection. Though do remember, both locations must be able to see the database.

Also, the switch to secure server relies on the setting of the store URL in the admin main page, so do remember to set this properly.

To complete a Capture Card transaction you will need a valid test credit card number such as **4111111111111111** and just **choose any date**.

After completing a test transaction you now want to make sure you can view the credit card number. Log in to your Ecommerce Plus admin section and go to the orders page. Now click on the order you just made. Remember to always view the admin orders page on an HTTPS connection.

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To reduce security risks set the automatic deleting of credit card information to a workable minimum level - we would suggest that 2 days is ample time. This setting can be found on the main admin page. You can also manually delete the credit card information from your database by hitting the "delete" button. **We strongly advise that you delete the credit card information as quickly as possible to reduce the security risks.**

We have provided more information about setting up on a secure server here

Custom

This option is for anyone wanting to add a payment provider that is not currently supported by Ecommerce Templates.

It does require a solid knowledge of coding but this option will make things simpler as the database is already set up to handle an extra processor and any updates that are made in the future will not overwrite the modifications that have been made. If you are not confident about making the changes yourself, then we suggest contacting one of the developers here for a quote.

Do be aware also that not all payment systems will fit into the model we have provided, but the vast majority should.

We do have a lot of Custom payment providers already set up, so please check here for the latest list www.ecommercetemplates.com/free_downloads.asp

Setting up a secure server

Some payment methods like Verisign Payflow Pro, authorize.net (AIM) and Capture Card require that the checkout portion of the process take place on a secure server. There are two methods of doing this. One is to have a secure certificate installed on your web. (Your host can tell you if this is possible with your hosting plan). This means that you can access your web using both non secure (http) and secure (https) methods. For instance both these URL´s would be valid...

http://www.yoursite.com/products.asp
https://www.yoursite.com/products.asp

If you enable a payment method that does require the checkout on a secure server, then the second stage of checkout will automatically switch to a secure server. As during testing you may not have a secure certificate installed, we have provided a method for you to override this. In your **vsadmin/includes.asp/php** file set the following...

pathtossl = http://www.yoursite.com

By doing this you will force the second stage of checkout to remain on a non secure (http) connection

One thing to note is that if you are on an https connection and then click on say the link to the categories.asp/php page, you will remain on the https connection, which is not really desirable. To overcome this you can make all your links absolute. For instance, don´t link to categories.asp/php but rather link to http://www.yoursite.com/categories.asp

Some hosting providers may provide shared space on their secure server. Generally this is a cheaper option as you don´t have to purchase your own secure certificate, but it is a bit more difficult to set up.

The first thing you must make sure of is that you can access your database from both the secure and the non-secure areas. Your host can tell you if this is possible when you contract the secure space.

You will need to make a copy to your secure area of the **thanks.asp/php** and **cart.asp/php** pages. Also, you will need any images from your images directory that are used by these pages and the whole vsadmin directory on the secure space.

Now set the pathtossl, for instance...

pathtossl = "https://secure.yourhost.com/yourdir/"
pathtossl = "https://yoursubdomain.yourhost.com/"

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As above, remember to make links in your site absolute to make sure that your customers do not get stuck on the secure portion of your site.

Chapter 3
Categories and Products

Introduction
Accessing the Categories
Adding a new category
Adding products
Product options
Discounts and coupons

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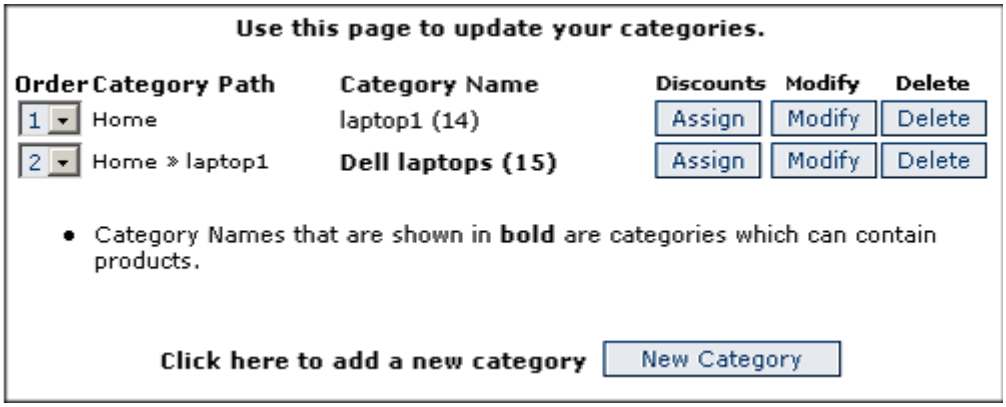
Introduction

After setting up the main settings, the next step will be to get your own categories and products on your store. The software does come with some sample data for you to work. You can have up to 10 levels of sub-categories.

Accessing the Categories

Select the “categories” link from the left hand menu.

The following screen will appear



The Screen Explained

Order Category Path: This will give you the hierarchy of your category set up. The Home option refers to categories.asp / categories.php. The drop down option on the left allows you to order the categories on your store (requires MSIE 5+)

Category Name: This is the working name assigned to your category – it may be different from the name that appears on your store depending on the naming system you have chosen. Text in bold denotes a category that can have products added to it. The number in brackets (15) refers to the category id and is useful when manually setting up links on the store.

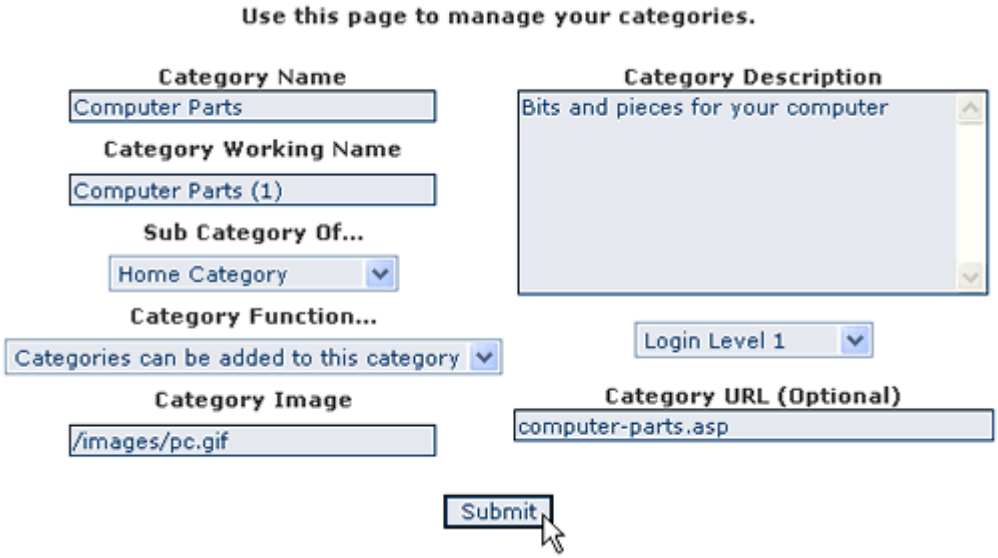
Discounts: Option to assign a Discount

Modify: Modify the properties of the Category

Delete: Delete a Category

Adding a New Category

Click on the New Category button



The Screen Explained

Category Name: This is the name of the category that will appear on your store.

Category Working Name: This is for internal use only and is useful when you have categories that could have the same name.

Sub Category Of…: This drop down allows you to choose the category above the one you are adding. In the example above, "*Toshiba*" will be a sub-category of "*laptop1*".

Category Function: There are two options when setting up a new category. The category may have products added to it, in this case select "Products can be added to this category". If there are to be further sub-categories in the hierarchy then select "Categories can be added to this category". It will not be possible to add a product to a category that has subsequent sub-categories.

Category Image: This is an optional field where you would place the path to the image to accompany the category name.

Category Description: Also optional if you would like to describe the category to your users. It is possible to add HTML to this field.

Login level: This is an optional field where you can set the login level to be used in conjunction with the client login feature. It is also possible to disable a

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category (and all their products) rather than delete it so it can be put back at a later date. (Version 4.8.0 + required).

Category URL: Also optional if you would like to specify the static URL of the category which would have been set up using the search engine friendly features. This now means that your menu system won't pick up on the dynamic URLs as the store is browsed. It also works with the DHTML menu and avoids duplicate URLs / content on the store. (Version 4.8.4 + required).

Overview

The multiple category system allows for a hierarchy of up to 10 levels. If you inadvertently exceed the 10 levels an error will appear. Products can only be added to the last category in your hierarchy. Be sure that when creating sub categories you don’t get into a loop of categories when the "Top Category" of one of your categories links back to one of its own sub categories. If this occurs you will see the error message “**LOOP**”. You must fix this before continuing.

Adding products

Once you have at least one category defined it's possible to start adding products to the store.

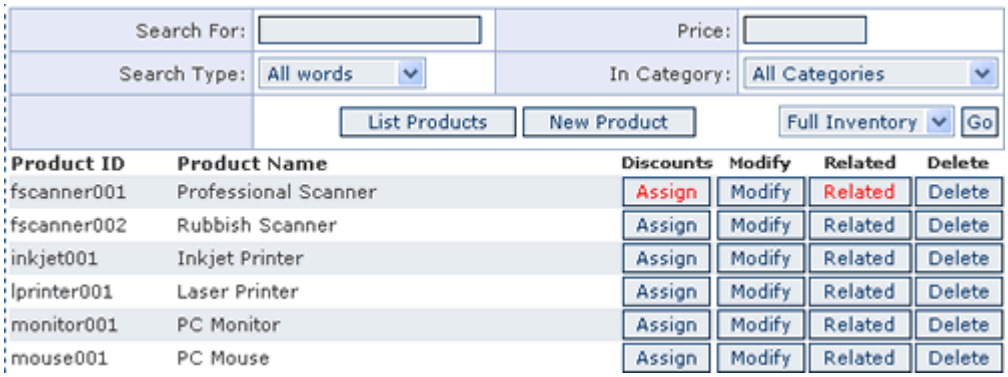
The first screen you will see when clicking on the Edit Products link should look something like this. To view all the products on your store, click on "List Products". If you are using the Stock Management feature then you can view all out of stock products by clicking on "out of Stock". If you want to download a .csv file with a listing of products and stock levels then select "Stock Inventory" and hit the "Go" button. To view the full inventory and full product information then choose "Product Inventory" from the drop down.

If you have a large number of products on your store then you can refine the product listing by using the product search feature. To search via price ranges you can use this kind of set up

-50
. . . for all products up to $50
10-50
. . . for products between $10 and $50
50-
. . . for products above $50

Editing products

Once you have your product listing you should see a screen similar to the one below.



Products shown in red will denote that they are out of stock (if using stock management). The number in brackets refers to the number of items left in

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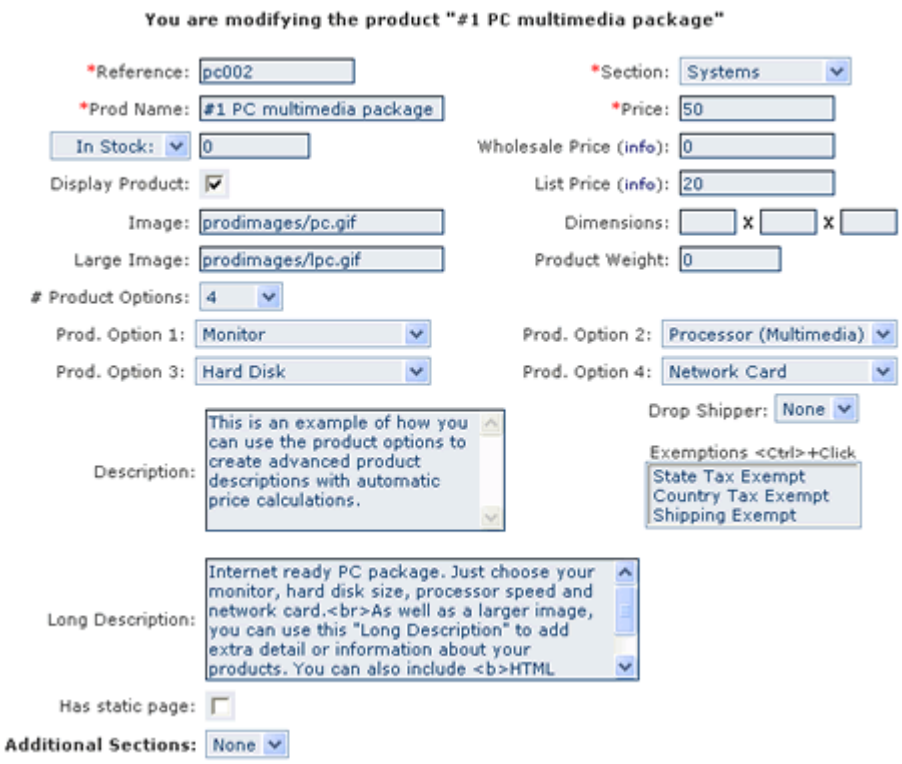
your inventory. If you see a product with a red asterisk next to it (*) then it means that the category the product has been assigned to has been deleted. If you are using any discounts or coupons at product level then these can be assigned here once the discount has been set up in the discount admin page. To modify an existing product, click on the modify button, to clone an existing product hit <Ctrl> + Modify. The related column is used for the upselling features added in version 5.1.

Adding products
Below we have laid out some help with the various fields available when setting up a new product. Fields marked with an asterisk (*) are obligatory.


You are modifying the product "#1 PC multimedia package"
*Reference: pc002
*Section: Systems
*Prod Name: #1 PC multimedia package
*Price: 50
In Stock: 0
Wholesale Price (info): 0
Display Product:
List Price (info): 20
Image: prodimages/pc.gif
Dimensions: x x
Large Image: prodimages/lpc.gif
Product Weight: 0
Product Options: 4
Prod. Option 1: Monitor
Prod. Option 2: Processor (Multimedia)
Prod. Option 3: Hard Disk
Prod. Option 4: Network Card
Drop Shipper: None
Description: This is an example of how you can use the product options to create advanced product descriptions with automatic price calculations.
Exemptions <Ctrl>+Click
State Tax Exempt
Country Tax Exempt
Shipping Exempt
Long Description: Internet ready PC package. Just choose your monitor, hard disk size, processor speed and network card.
As well as a larger image, you can use this "Long Description" to add extra detail or information about your products. You can also include <b>HTML
Has static page:
Additional Sections: None

Reference
The product ID must be a unique identifier.

Prod Name
The name of your product.

Section
Choose from the categories you have set up as to where you want to place the product. Use the Additional Sections option below to place your product in more than one category.

Price
The price of the product.
Wholesale Price

This is used in conjunction with the customer login feature and will be the price that logged in customers will see.

List Price
This will show a price with a strikethrough like this List Price: $50.00 on the product and product detail pages.

In Stock
If you are using the stock management feature then you will see a drop down menu here. Choose in stock to specify the number of items you have in stock. Choose by options if you want set the stock management by product options and then edit the stock level through the product option admin page. If you are not using Stock Management then you will see a box labelled Sell Button, checking that will show a buy button next to the product, unchecking it will show an Out of Stock message. This message can be edited in vsadmin/inc/languagefile.asp / .php

Display Product
Checking the box here will display the product on your store. Leaving it unchecked will keep the product information in the database but it won't appear publically.

Image
This is the path to the image that appears on the product page. The default location for the product images is the /prodimages/ folder but you can change that.

Large Image
This is the path to the image that will appear on the product detail page.

Dimensions
This option will only appear if you have selected the dimensions box from the main admin settings. If you choose to use dimensions then this will need to be set for all products.

Product Weight
The weight of the product that enables the calculation of shipping. This should be expressed as a decimal.

Product Options
Select the number of product options that are to be associated to a product. The default maximum is 15 but this can be increased if necessary in includes.asp / .php by changing the value of maxprodopts=15 or define("maxprodopts",15);

Drop shipper
Select the drop shipper that is associated to the product

Description

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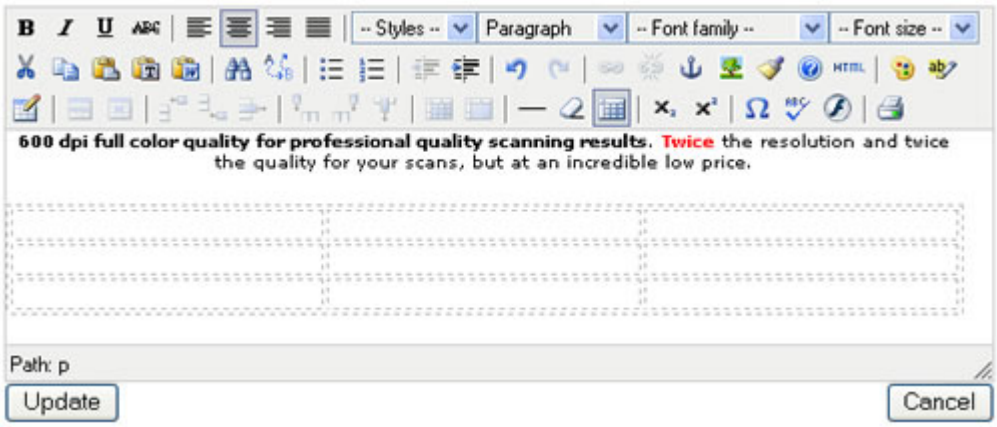
This is the description that will appear on the product page. You can add HTML here to format the text to your requirements.

In version 5.1 we added an HTML editor to make formatting even simpler. To enable the editor you will need to add **htmleditor="tinymce"** to includes.asp or **$htmleditor="tinymce";** to includes.php and the files available from our free downloads page - this will give a box looking something like this with simple formatting options:

Description:
600 dpi full color quality for professional quality scanning results. Twice the resolution and twice the quality for your scans, but at an incredible low price.

For a comprehensive list of options, click on the + symbol and you will be presented with a pop-up window looking something like this


-- Styles --
Paragraph
-- Font family --
-- Font size --
600 dpi full color quality for professional quality scanning results. Twice the resolution and twice the quality for your scans, but at an incredible low price.
Path: p
Update
Cancel

Mouseover the icons to see what formatting can be applied by each. Remember to click "Update" to save your changes.

Long Description
This is the description that will appear on the product detail page. You can add HTML here to format the text to your requirements and you can use the HTML editor as above.

Exemptions
Select any exemption that apply to the product. Use <Ctrl> + click for multiple selections.

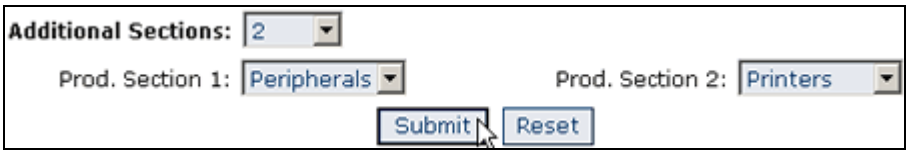
Has static page

Only check this box if you have set up a static product detail page. The product detail page link will take the form of. . .
the_product_name.asp
. . . where the page name will be made of the product name, in lower case with spaces replaced by underscores and non alphanumeric characters removed. You will need to set up the static page previously following our help page on search engine friendly features.

Recommended (version 5.1 required)
Tick the box here if you would like this product to be shown as recommended when any other product is added to cart.

Product Order (version 5.1 required)
Enter a value here for ordering the products on the publically viewable product pages. These can be in ascending or descending order depending on the setting sortBy=6 / sortBy=7 includes.asp or $sortBy=6; / $sortBy=7; in includes.php.

Additional sections
If you would like your product to appear in more than one category then select the number of additional sections here and choose from the available categories.



Once the number is selected you should be presented with the same number of drop downs where it is possible to choose the relevant categories.

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Product Options

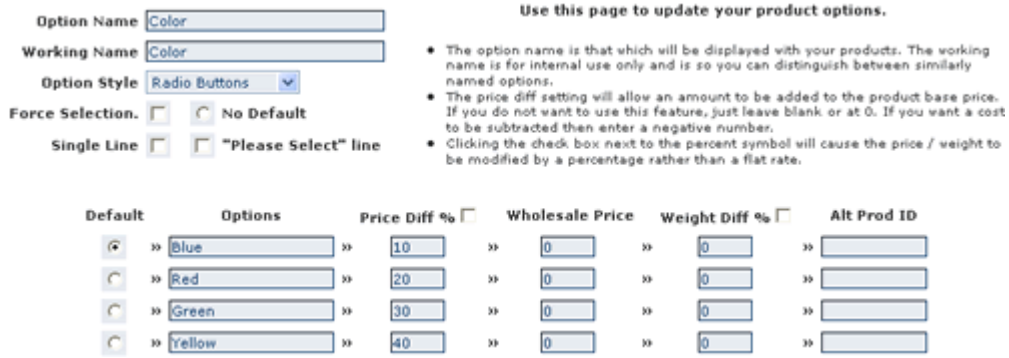
Product options allow your customers to choose specific attributes or add-ons for each product. This would typically be an item of clothing offered in various colors or a build your own computer system where the buyer can choose the processor, memory, monitor etc. Any price changes are shown in real time - it is also possible to plug-in the weight difference if applicable so shipping can be calculated correctly. Version 4.9.0 saw the introduction of a feature allowing the product option to have its own product id.

Select the “product options” link from the left hand menu of your control panel.

From this screen you can clone, modify or delete an existing product option or add a new one. There is also the possibility to add a New Text Input Option.

Setting up a new Product Option

Click on New Option and you should see a screen similar to the one below:


Option Name
Color
Working Name
Color
Option Style
Radio Buttons
Force Selection.
No Default
Single Line
"Please Select" line
Use this page to update your product options.
The option name is that which will be displayed with your products. The working name is for internal use only and is so you can distinguish between similarly named options.
The price diff setting will allow an amount to be added to the product base price. If you do not want to use this feature, just leave blank or at 0. If you want a cost to be subtracted then enter a negative number.
Clicking the check box next to the percent symbol will cause the price / weight to be modified by a percentage rather than a flat rate.
Default
Options
Price Diff %
Wholesale Price
Weight Diff %
Alt Prod ID
Blue
10
0
0
Red
20
0
0
Green
30
0
0
Yellow
40
0
0

The Screen Explained

Option Name: This is the name that is displayed on the products page next to the product it relates to.

Working Name: This is for internal use only and helps identify the product option in the admin section. It may be that you have different product options for colors depending on the product eg different colors available for socks and shoes.

Option Style: Choose to show your product options as a drop down menu or as radio buttons. (Minimum Version 5.1 required)

No default: Select here if there is no default product option to be shown. (Minimum Version 5.1 required)

Single line: Select here if you want the options to appear on the same line rather than one below another. (Minimum Version 5.1 required)

"Please Select" line: If selected this will show the message "Please Select" before the product options. (Minimum Version 5.1 required)

Force Selection: Check this box if you want to force the customer to select a product option for the product they are purchasing.

Options: These are the product options that will appear in the drop down menu next to the product it has been assigned to.

Price Diff: If there is a price difference associated to the product option then it can be added here. For example if the option costs $1 more than the base product price then place "1" in the Price Diff box. If the option costs 10% more than the base product price then check the percentage box and place "10" in the Price Diff box.

Weight Diff: If there is a weight difference associated to the product option then it can be added here. For example if the option weighs 1 kilo over the base product weight then place "1" in the Weight Diff box. If the option weighs 10% more than the base product weight then check the percentage box and place "10" in the Weight Diff box.

Alt Prod ID: Version 4.9.0 saw the introduction of this feature. It is now possible for the product option to have its own product ID. This can simply be a substitute product id, for instance if the product id is "product1", the you can enter "product2" for the Alt Prod ID if you require this product option to change the product id to "product2".

IMPORTANT NOTE: Please note that the substitute product id must exist in the database. You must create it as normal on the product admin page, and if you don't want it to show separately uncheck the "Display Product" checkbox.

Advanced changes can also be made with the Alt Prod ID. Any instance of %s will be replaced with the original product id. For instance if the Alt ID is "%s_red" and the original id is "product1" then the result would be

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"product1_red". This is very useful when applying the same change to multiple products.
Another advanced feature is "search and replace" in the product id. If you have a space in the Alt Prod ID, anything to the left will be searched for in the product id, and replace with whatever is to the right of the space. An example would be an Alt ID of "MARKER red" and a product id of "product_MARKER_42" which would yield "product_red_42". This can be very useful when dealing with multiple options that all modify the product id.

Adding a Text Input Option

The text input option is used when you need the customer to add some information regarding the product. This might be a personalized message added to the product or if you are selling domain names, the domain that the customer wishes to buy.

Use this page to update your product options.
Option Name
Personalized message
Default Text if any
...your message here
Field Width
15
Working Name
Personalized message xmas card
Force Selection.
Field Height
1
The option name is that which will be displayed with your products. The working name is for internal use only and is so you can distinguish between similarly named options.
The default text field is the text which will initially be shown in the text box. Just leave blank if you do not wish to show a default value. The field width is the width of the text box.
Setting the Field Height to greater than 1 will create a multiline text input, or "textarea" input box.

The Screen Explained

Option Name: This is the name of the option that will appear on your store.

Working Name: This is for internal use only and is useful when you have options that could have the same name.

Default Text if any: If you need to populate the field on the store then add the message here. If not then leave blank.

Force Selection: Check this box if you want to force the customer to add some text to the box.

Field Width: The width of the box that will appear on the store.

Field Height: If you set this to a number higher then one then you will create a multiline box, useful when loner input is required.

Assigning a Product Option to a Product

Once you have set up the product options you need you can then assign them to their corresponding products. From the left hand menu select Product Admin and then Modify for the product that needs a new option. On the

products admin page you should see a box where you can specify how many different product options (eg color, size) need to be assigned to the product.

Once you assign the number then the corresponding number of drop down choices will appear so you can select the options that need to go with that product.

Frequently asked questions

How do I increase the number of default product options as I need more than 15?
How can I hide the product options from the products page?
How can I hide the display of the price difference for the product options?

How do I increase the number of default product options as I need more than 15?
For the ASP version open vsadmin/includes.asp in Notepad and scroll to the bottom of the page until you find this line: const maxprodopts=15 and change 15 to the number of product options you require.
For the PHP version open vsadmin/includes.php in Notepad and scroll to the bottom of the page until you find this line: const define("maxprodopts",15); and change 15 to the number of product options you require.

How can I hide the product options from the products page?
For the ASP version add noproductoptions=true to includes.asp
For the PHP version add $noproductoptions=TRUE; to includes.php

How can I hide the display of the price difference for the product options?
For the ASP version add hideoptpricediffs=true to includes.asp
For the PHP version add $hideoptpricediffs=true; to includes.php

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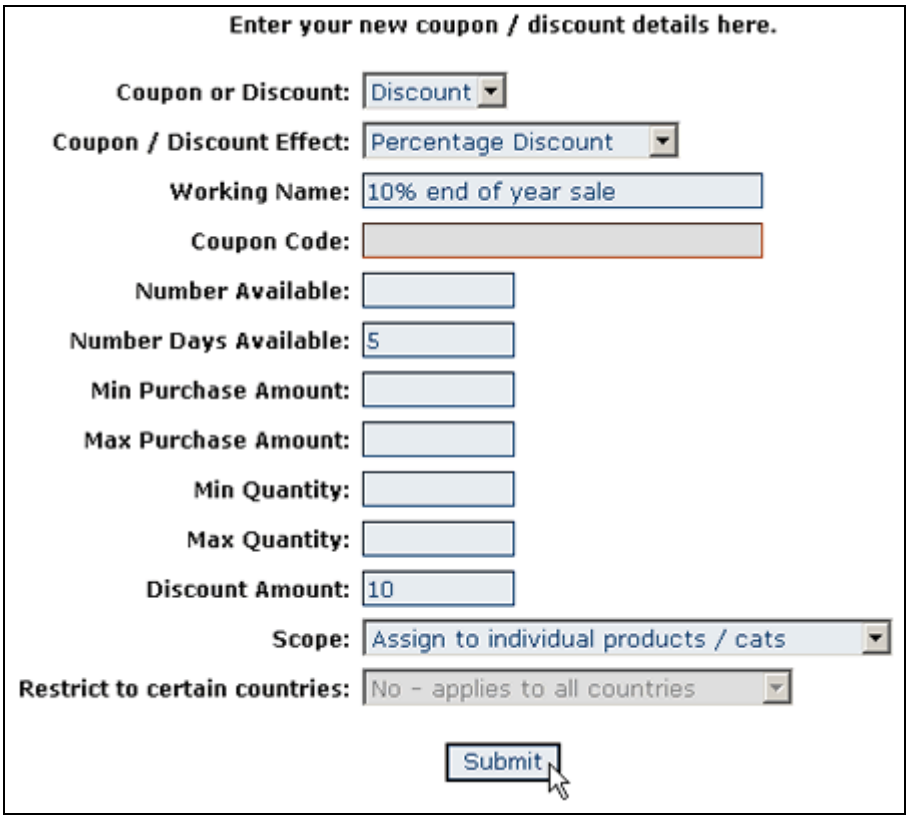
Discounts and Coupons

Discounts and coupons are powerful marketing tools that allow you to give your clients special offers on products or categories, allow wholesalers to purchase at special rates, provide incentives through your offline advertising or help clear "difficult to sell" stock amongst many other uses. Once you have set up the discounts and coupons you wish to use on your store you can go back to the product / category admin pages to assign the ones you want to use.



This explains the options you will see when you go to add a new discount or coupon.

Coupon or discount:

The difference between a coupon and a discount is that a coupon will need a special code to be entered during the checkout phase for it to be applicable. A

discount however will apply to all of your website visitors, as long as the conditions you can set below are met. Coupons are especially useful therefore for promotions in magazines or through other advertising.

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Coupon / Discount Effect:

You can choose between Free Standard Shipping, Flat rate discount or Percentage discount. You can set up more than one coupon or discount at a time to have combinations of these.

- A flat rate discount would be for instance **"$20 off if you spend over $150 on our store".**
- A percentage discount would be for instance **"5% discount on all our goods".**

Working Name:

You have to assign a name or phrase to the discount you create. This text will also be shown to your website visitors to inform them of the discounts available so it should be meaningful and short. Examples of "**Working Name**" would be:

- **"Free Standard Shipping on orders of $35 or more"**

or

- **"10% discount if you buy 3 or more products from our store"**

Coupon Code:

If you are creating a coupon, you will need to assign a coupon code. This is the code your website users will need to enter to access the discount. For instance, if your coupon code is **GH777733D** then in your magazine advertising you could put the following **"Special offer for readers of this magazine. Enter the code GH777733D during checkout to receive a 5% discount".**

Number Available:

With some promotions you may want to limit the number available. For instance:

- **"5% discount to the first 50 people who purchase".**

If you do not want to limit the number available, just leave this field blank.

Number Days Available:

Allows you to set a time limit in days. If you do not want to limit the time available, just leave this field blank.

Min Max Purchase Amount:

This allows you to set minimum and maximum purchase limits for discounts to apply and also the ability to include discounts and coupons within a banded range that can be defined here. So for example, spend between $50 and $100 products for a 5% discount - spend between $100 and 150 for a 10% reduction etc.

...or you could have a simple set up like $25 off all orders over $100.
If you do not want to use this feature, just leave the fields blank.

Min / Max Quantity:

This allows you to set minimum and maximum limits for discounts to apply and also the ability to include discounts and coupons within a banded range that can be defined here. So for example, buy between 5 and 10 products for a 5% discount - buy between 6 and 10 for a 7% reduction etc.
Also note that if your "banded" discounts have the same name they will only be displayed once which can be advantageous. For instance the case where For every 11 products purchased, get one free.
If you do not want to use this feature, just leave the fields blank.

Repeat every:

This allows you to define how often the discount kicks in

In the example above the discount will take effect following the second item purchased and won't be repeated until a further 10 items have been added to the cart ie. a minimum of purchase of 12 items. If you don't require any repetition and just want a flat rate discount then set Repeat Every to 0.

Discount Amount:

The actual amount of the discount. For instance for a Percentage discount of 10%, just enter 10 here. For a flat rate discount of $15, just enter 15 here.

Please note that for Free Standard Shipping, this value is ignored.

Scope:

You may want to have a discount of 5% if your customer buys 5 of a certain product. You may however want to offer a discount of 5% if your customer buys 5 of any product on your website.
Likewise if you wanted to offer a discount of 5% if someone spends $50 or more on one particular product, or you may want to offer a discount of 5% if someone spends $50 or more on your website as a whole.

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The "Scope" allows you to do both of these types of discount.

You would use the setting **"Applies storewide to product totals"** for setting up a discount which applies to product totals on total purchase on your store.

Once you have set up a discount of this type it is automatically in effect and you need do no more.

"Assign to cat's for discounts on category totals" allows you to narrow down the effect of a discount to individual categories. Now go to the categories admin page and you should see a column "Discounts" and click on the "Assign" button.

"Applies storewide but to individual products" would set up a discount that applies to totals of a particular product. Now go to the products admin page and you should see a column "Discounts" and click on the "Assign" button.

"Assign to individual products / cats" allows you to narrow down the effect of a discount to an individual product or category. Once you have created this type of discount, you can then assign it to a particular product or category. To do this, go to your products or categories admin pages and you will see a column "Discounts" with a button

Restrict to certain countries:

This setting only applies to "Free Standard Shipping". It enables you to set free shipping only for orders within a particular country. To set the countries to which free shipping applies, go to your countries admin page and you will see a column "FSA" which stands for "Free Shipping Applies". Only those countries checked will be eligible for free standard shipping. Remember that a rule will have to be set up first in your discount admin page for this to apply.

Quantity Pricing

In version 4.7.0 we introduced the option of quantity pricing. This means you can adjust the price depending on the number of items of a particular product purchased. To access this feature you will need to click on the Quantity Pricing link on your main admin page.

Check the box on the quantity pricing page if you want to show a drop down menu of all product ids you have available when setting up the price breaks. Leaving the box unchecked means that you will have to enter the product id manually.

Chapter 4
Orders and Affiliates

Orders admin
Order details
Order status types
Affiliates program
Drop shipping
Customer login

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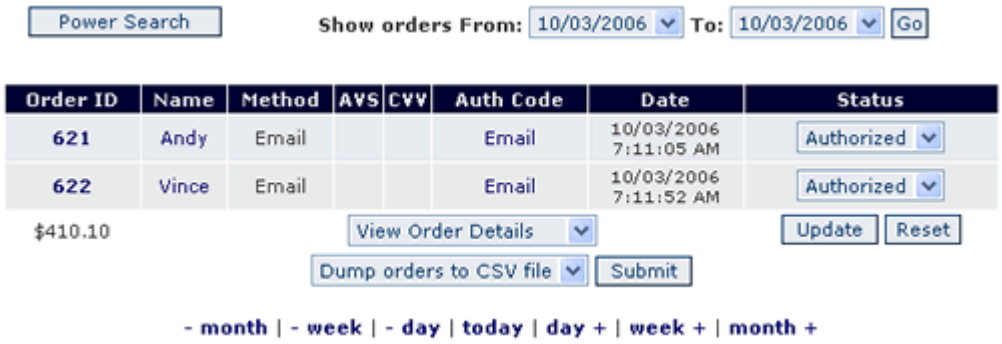
Orders admin

Hopefully the Orders Admin page will be the one you will visit most so it is important to know your way around. You will receive a notification email for each order that is placed through your store but it is a good idea to check the page regularly in case the purchaser didn't make it back to your store after buying and the email notification wasn't triggered.

Clicking on the View orders link should bring up the orders admin page:


Power Search
Show orders From: 10/03/2006 To: 10/03/2006 Go
Order ID Name Method AVS CVV Auth Code Date Status
621 Andy Email Email 10/03/2006 7:11:05 AM Authorized
622 Vince Email Email 10/03/2006 7:11:52 AM Authorized
$410.10
View Order Details
Update Reset
Dump orders to CSV file Submit
- month | - week | - day | today | day + | week + | month +

The interface here will provide you with all the information on orders as well as the ability to search your order database, change the order status, download orders etc.

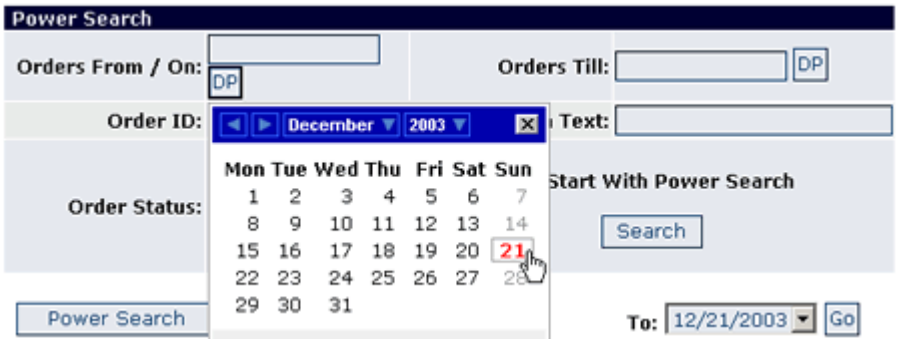
To take advantage of the advanced search features, click on "**Power Search**".

Power Search
Orders From / On: DP
Orders Till: DP
Order ID:
Search Text:
Order Status:
All Status
Cancelled
Deleted
Unauthorized
Authorized
Start With Power Search
Search Stats
Power Search
Show orders From: 10/03/2006 To: 10/03/2006 Go
Order ID Name Method AVS CVV Auth Code Date Status
621 Andy Email Email 10/03/2006 7:11:05 AM Authorized
622 Vince Email Email 10/03/2006 7:11:52 AM Authorized
$410.10
View Order Details
Update Reset
Dump orders to CSV file Submit
- month | - week | - day | today | day + | week + | month +

The various options on this screen are outlined below:

To refine the search options you can select one or a combination of parameters:

Orders From / On – Orders Till: This is where you can specify a date range. Clicking on the "DP" button will bring up a calendar for easier date selection:



It is also possible to add single numbers to the From / Till fields. If you need to view orders between the last 2 to 4 days then place 2 in the Orders From box and 4 in the Orders Till. If you need all orders for the previous 4 days then place 4 in the Orders From box and leave the Orders Till field blank.

Order ID: if you know the order id you want to check then placing the number here will bring up the details of that particular order eg. Type "503" to view the details of order number 503.

Search Text: This will allow you to perform a search on the following parameters:
authorization number
order name
email address
address
city
state
zip
phone
affiliate id
invoice number
…and can be further refined by choosing the date selection and/or Order Status. This will also come in useful for your marketing when you can make advertising decisions based on where your orders are coming from.

Order Status: This allows you to view all orders dependent on the status of those orders. For example you can view all Completed Orders over a particular date range.

Start with power search: Selecting the checkbox will set a cookie so that the advanced search panel appears each time you visit the Orders Admin page.

Power Search: Clicking will hide the advanced search panel.

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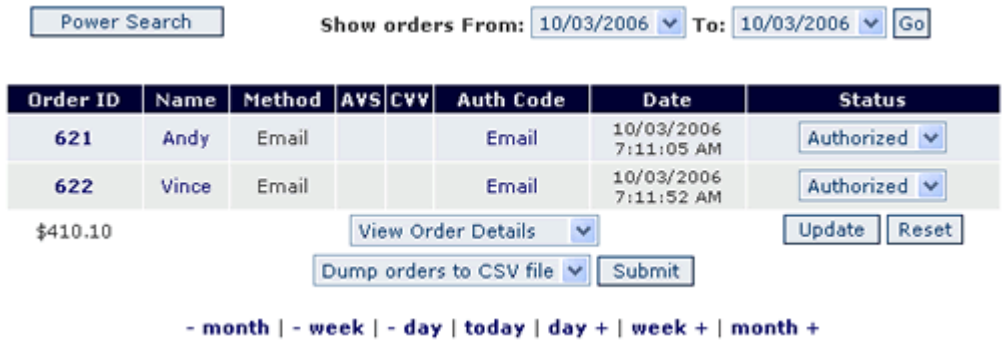
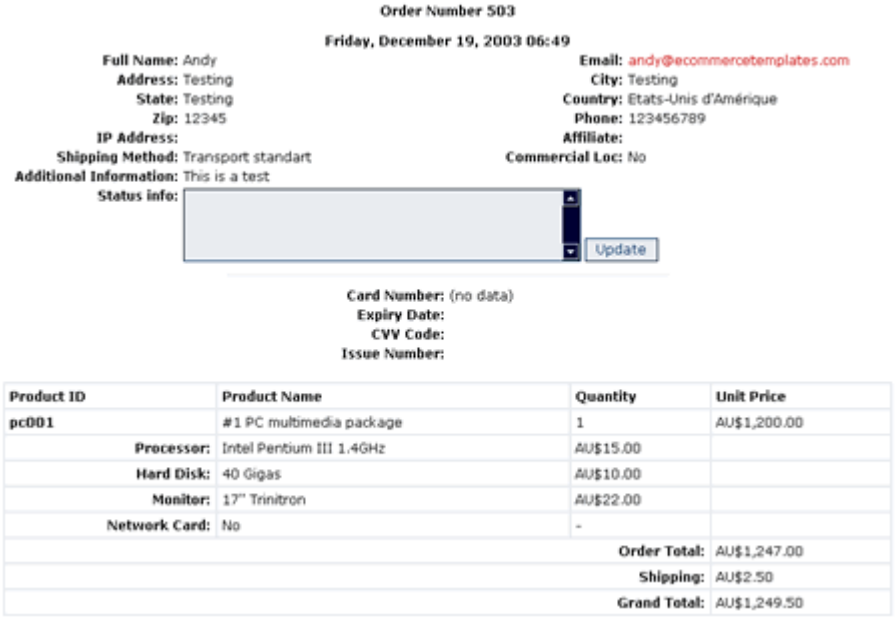
Order details

When viewing the order admin page or looking at the results of a search you will be presented with a table of results:


Power Search
Show orders From: 10/03/2006 To: 10/03/2006 Go
Order ID | Name | Method | AVS | CVV | Auth Code | Date | Status
621 | Andy | Email | | | Email | 10/03/2006 7:11:05 AM | Authorized
622 | Vince | Email | | | Email | 10/03/2006 7:11:52 AM | Authorized
$410.10
View Order Details
Update
Reset
Dump orders to CSV file
Submit
- month | - week | - day | today | day + | week + | month +

Order ID: This is the order number and the first order on your store will be "501". Click on the order number or on the Name to bring up the full details of that particular order.



Printing the invoice / packing slip
If you select Printable Packing Slip from the drop down menu you will be presented with a printable version.
You can add your own header, address and footer to smarten it up – to do this you will need to make the changes in your vsadmin/includes.asp file there are details in our Advanced tweaks chapter and on our parameters page.

Method: This will show how the client has paid. Information in red will indicate an uncompleted order.

Auth code: This is a very important field and particular attention should be paid to the message that appears here. Under normal circumstances, when an order goes through an authorization code will appear here – this means that the order has been received and the purchaser has returned to your store and should have received email notification of their purchase. If you see an "authorize" button, as in the example above, the most likely reason is that the buyer abandoned the cart before going through with checkout. It may be that they changed their mind, suffered a power failure or were simply testing the system, however it may also be possible that they never made it back to your store after purchase. For this reason it's important to check with your credit card processing admin page before deleting or authorizing. If you find that the order did in fact take place then you can click on the authorize button and add the authorization code given by the payment processor. If there is no record of the order you can delete from the drop down in the "Status" field.

IMPORTANT NOTE
If a customer goes to the checkout page then backs out to the cart again the order totals may be shown as zero. This is an incomplete order and hasn't been paid for. The only reason they are left there is for the user's information, such as if you see a lot of incomplete orders you might want to check why customers are not going through with the purchase.
When the customer makes payment and returns to the site the order is "closed". IF after making payment and returning the order is not closed (you would notice there is still an "authorize" button on the admin orders page) then you should check the setup of your payment processor or ask for help on our support forums.
One thing to note, if you are using the email methods of checkout and set emailorderstatus to less than 3 then the order will not be closed properly as orders with status less than 3 are not authorized.

Status: This is where you can set the status of your order and the default options are unauthorized, cancelled, deleted, authorized, packing, shipping, shipped, completed. It is possible to change these values in Admin Order Status page to give a clearer message to the public if they choose to view the status of their order.
Using Internet Explorer on a PC there is a quick method for changing lots of order status at once. If you say change an orders status to "Shipped" and hold down the Ctrl key the all the orders on that page will have the status changed to shipped. This is not available on other browsers.

Purge deleted: Once an order is deleted, it will remain in the system for 3 days – this is a security measure in case an order is deleted by mistake. Selecting "purge deleted" will remove all trace of deleted orders.

Dump orders to CSV file: Clicking here will prompt a download of the orders. This can be opened in Excel. It will give details of the order such as address, price, quantity and shipping.

Dump details to CSV file: This will also include the product information.

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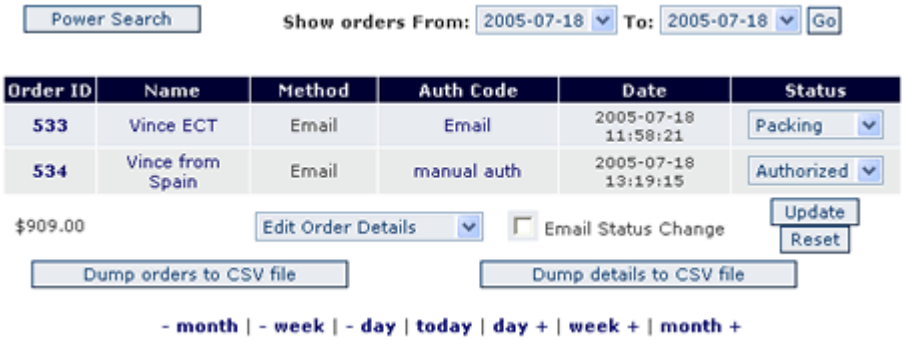
At the bottom of the page it is possible to quickly flick through date ranges, for example, orders from a month ago, a week ago, yesterday etc.

Editing order details

Version 4.9.0 saw the introduction of the ability to edit all the clients' order details. To use this feature select Edit Order Details from the drop down menu and click on the name of the purchaser.



You will then be presented with the full order details in form fields. All of these can be edited but do remember to click on "recalculate" and "update" after making any changes.

If you need to edit one of the product options click on the box under Product ID and the Options field will appear with a drop down of available choices.

If you need to add more items to the order then click on the "+" button, to remove products click on the "-" button. Remember to recalculate the order after changes have been made.

Order status types

It is possible to configure up to 18 parameters for the order status by clicking on the “Edit Order Status Types” on the main admin page.

The first four options are pre-defined ie. Cancelled, Deleted, Authorized, Unauthorized. It is possible to change the text that the public will see when checking their order status but the meaning will be kept the same. For example changing the wording for “Authorized” will not change it’s meaning for the store software.

Use this page to update order status types.
Private Text
Public Text
Status 1: Cancelled
Order Cancelled
Status 2: Deleted
Order Deleted
Status 3: Unauthorized
Awaiting Payment
Status 4: Authorized
Payment Received
Please note that even though you can change the text of Order Status Types above this line, they will keep the same meaning. For instance a Deleted Order will still be a Deleted Order, no matter what it is called. Order Status types below this line can be freely edited and will mean whatever you want them to mean.
Status 5: Packing
In Packing
Status 6: Shipping
In Shipping
Status 7: Shipped
Order Shipped
Status 8: Completed
Order Completed
Status 9:

The following fourteen order types are free to edit as you wish.

The customer can view their order status details through the page www.yourstore.com/orderstatus.asp/php

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ASP: If you do not have this page on your ASP site then open the page products.asp save it as orderstatus.asp and then in HTML view find the include line:
<!--#include file="vsadmin/inc/incproducts.asp"-->
and change it to:
<!--#include file="vsadmin/inc/incorderstatus.asp"-->
Save the page and upload to your server with the other store pages in the root of your web.

PHP: If you do not have this page on your PHP site then open the page products.php save it as orderstatus.php and then in HTML view find the include line:
<?php include "vsadmin/inc/incproducts.php"; ?>
and change it to:
<?php include "vsadmin/inc/incorderstatus.php"; ?>
Save the page and upload to your server with the other store pages in the root of your web.

Affiliates program

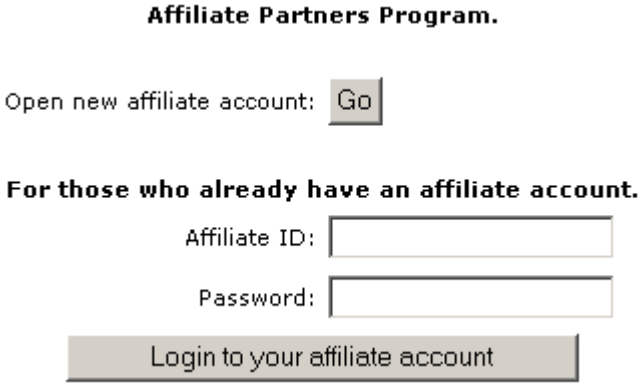
This enables you to run a complete affiliate suite from your site - potential affiliates can sign up and enter their information and password, and you can view the orders they generate through the online admin section.

Affiliate Partners Program Admin.
Affiliate sales between: 12/1/2003 and: 12/20/2003 Go
Show Affiliate Sales From: 12/1/2003 To: 12/20/2003 Go
ID Name Email Total Sales Delete

How the affiliate program is run is completely up to you - you decide on the percentage that will be paid out, how often and by what method - all the partner needs to do is place a link on their site including their partner code to earn commission.
By default the affiliate cookie is set to 30 days - this means that if someone visits your site through an affiliate link one day and buys on another the partner will earn the commission as long as 30 days haven't passed since their first visit. You can change how long you want a cookie to stay actives in the file vsadmin/includes.asp/php

If you need to specify a default percentage that your referrers will earn, you will need a minimum of version 4.5.0 and add the corresponding parameter in the vsadmin/includes.php / .asp page

How to set it up
Basically everything is in place for you to get started immediately - each template comes with a file called affiliate.asp/php - this will be where the partner can sign up and also log on to their account.


Affiliate Partners Program.
Open new affiliate account: Go
For those who already have an affiliate account.
Affiliate ID:
Password:
Login to your affiliate account

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The partner can choose to be notified by email of each affiliate sale that is made and the store owner can check the status of the account through the online admin. You may want to make a page or two previous to affiliate.asp/.php explaining the procedures etc. for earning commissions and also a disclaimer.

Important information
The referring URL will typically be in the form of http://www.ecommercetemplates.com/default.asp?PARTNER=name - you can ask affiliates to link to individual pages or sections by changing the URL before the question mark, for example http://www.ecommercetemplates.com/products.asp?PARTNER=name but it's **very important** that the page is linked to is a .asp/.php page and includes the following lines of code:
ASP version:

```
<!--#include file="vsadmin/db_conn_open.asp"-->
<!--#include file="vsadmin/includes.asp"-->
<!--#include file="vsadmin/inc/languagefile.asp"-->
<!--#include file="vsadmin/inc/incfunctions.asp"-->
```

PHP version:

```
<SCRIPT LANGUAGE="php">
include "vsadmin/db_conn_open.php";
include "vsadmin/includes.php";
include "vsadmin/inc/languagefile.php";
include "vsadmin/inc/incfunctions.php";
</SCRIPT>
```

Drop shipping

How it works
This feature was added in Version 4.8.0 and allows you to group products per manufacturer, designer, dropshipper etc., keep track of the sales per group and includes the ability to send an email notification when a particular order is placed through your store. This may be to the drop shipping company, a manufacturer, a contributor or anyone really you need to notify of a sale.

How to set it up
The first thing you will need to do is set up an account for each drop shipper / manufacturer so click on the link Dropshipper / Designer / Manufacturers link from your admin home page and you will be presented with a screen like this.

Drop Shipper / Designer / Manufacturers Admin
Sales Between: 2005-02-01 and: 2005-02-18 Go
Show Sales From: 2005-02-01 To: 2005-02-18 Go
ID Name Email address Total Sales Modify Delete
No registrations.
Click to Add New

Click on the button "Click to Add New" and you will be able to set up the details.

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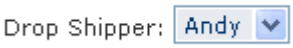
Drop Shipper / Designer / Manufacturers Admin
*Name:
*Email address:
*Address:
*City:
*State:
*Country:
United States of America
*Zip:
Actions:
Send Email
Please note. By setting the action to "Send Email", the manufacturer / designer / drop shipper will automatically receive an email with the details of the order when the order is received.
Submit
Reset

Fill in all the details. If you want the drop shipper to receive notification of a sale with details of the order then select "Send Email" from the drop menu. Once you have set up the accounts for each entity you can then choose who needs to be notified from the drop down box on the product admin pages.



Sales can then be tracked through the dropshipping admin page.

Drop Shipper / Designer / Manufacturers Admin
Sales Between: 2005-02-01 and: 2005-02-18 Go
Show Sales From: 2005-02-01 To: 2005-02-18 Go
ID Name Email address Total Sales Modify Delete
2 Andy andy@ecommercetemplates.com $2296.00 Modify Delete
3 Vince vince@ecommercetemplates.com $2180.00 Modify Delete

The email address is clickable so you can contact the person directly and it's also possible to modify their details or delete the entry from the dropshipping admin page.

Customer login

In Version 4.2.0 we introduced the customer login feature. This allows for wholesale pricing / tax / shipping exemption for login customers and page protection. This means it is possible to offer retail and wholesale pricing without the need for a second database as well as offering tax and shipping exemption to particular users. You can also restrict access to certain pages of your site.

ASP Version
PHP Version

Enabling customer login (ASP Version)

If you would like to have a login status box on each page you will need to add one line of code where you would like the login box to appear. The code you need is the following:

<!--#include file="vsadmin/inc/incminilogin.asp"-->

Paste that into HTML / code view exactly where the login box should appear and make sure that it comes somewhere **after** the include lines:

<!--#include file="vsadmin/db_conn_open.asp"-->
<!--#include file="vsadmin/includes.asp"-->
<!--#include file="vsadmin/inc/languagefile.asp"-->
<!--#include file="vsadmin/inc/incfunctions.asp"-->

To enable the login you will then need to go to vsadmin/includes.asp and add the line (if it's not already present) **enableclientlogin=true**

Finally you'll need to set up the login page itself. Open your thanks.asp page and save it as clientlogin.asp. Then go in to HTML / code view and locate this line:

<!--#include file="vsadmin/inc/incthanks.asp"-->

....and change it to

<!--#include file="vsadmin/inc/incclientlogin.asp"-->

Save clientlogin.asp and upload it to your server.

You should now be able to see the login box and the login page on your store.

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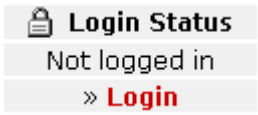
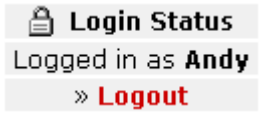
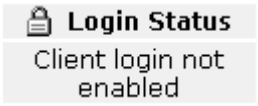


Login Box



Login Box after successful login



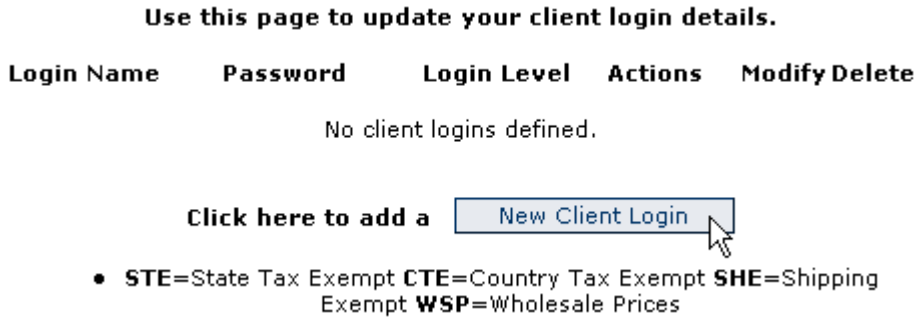
Login Box if enableclientlogin=true hasn't been set in vsadmin/includes.asp

Please enter your username and password.
Login:
Password:
Please click here to write a cookie to remember your username and password.
Submit

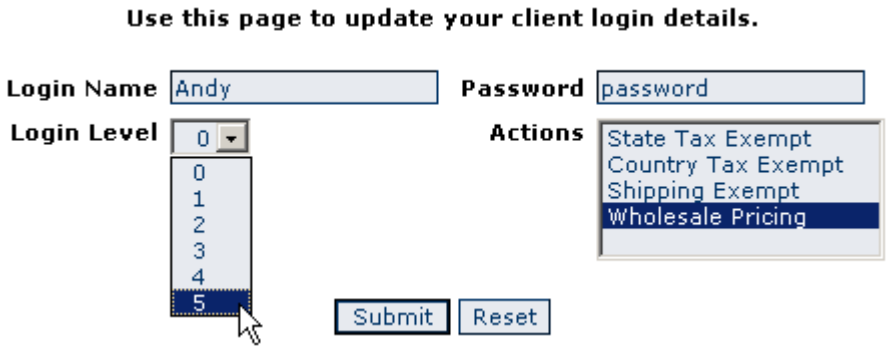
Login Dialogue on clientlogin.asp

Setting up a client

In your home admin page there should be a link **client login admin**, click to set up your clients' options.



Click on ***new client login*** to add the details and parameters available for each particular customer.



Enter the client name, password, the relevant action (You can use CTRL + Click to select more than one choice) and finally the login level. When done, click on submit and your client will have been set up with the parameters you have assigned.

Login level
You can assign different levels of login permissions on any page to say that a particular page is restricted to anyone below the login level assigned in the login admin section. For example, if you set requiredloginlevel=4 then only people who you have set up with a login value of 4 or above can view the page when logged on. Only place the code on the pages where you need to restrict access, for example, it should not go on clientlogin.asp
To add the level of restriction to individual pages you will need to add the line:
<% requiredloginlevel=4 %>
...where 4 is the threshold of permission for that page. This needs to come anywhere before the line
< !--#include file="vsadmin/inc/incfunctions.asp"-->

Enabling customer login (PHP Version)

If you would like to have a login status box on each page you will need to add one line of code where you would like the login box to appear. The code you need is the following:

<?php include "vsadmin/inc/incminilogin.php"?>

Paste that into HTML / code view exactly where the login box should appear and make sure that it comes somewhere **after** the include lines:

<?php include "vsadmin/db_conn_open.php"?>
<?php include "vsadmin/includes.php"?>
<?php include "vsadmin/inc/languagefile.php"?>
<?php include "vsadmin/inc/incfunctions.php"?>

To enable the login you will then need to go to vsadmin/includes.php and add the line (if it's not already present) **$enableclientlogin=true;**

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Finally you'll need to set up the login page itself. Open your thanks.php page and save it as clientlogin.php. Then go in to HTML / code view and locate this line:

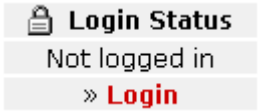
<?php include "vsadmin/inc/incthanks.php"?>

....and change it to

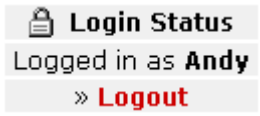
<?php include "vsadmin/inc/incclientlogin.php"?>

Save clientlogin.php and upload it to your server.

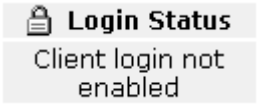
You should now be able to see the login box and the login page on your store.



Login Box



Login Box after successful login

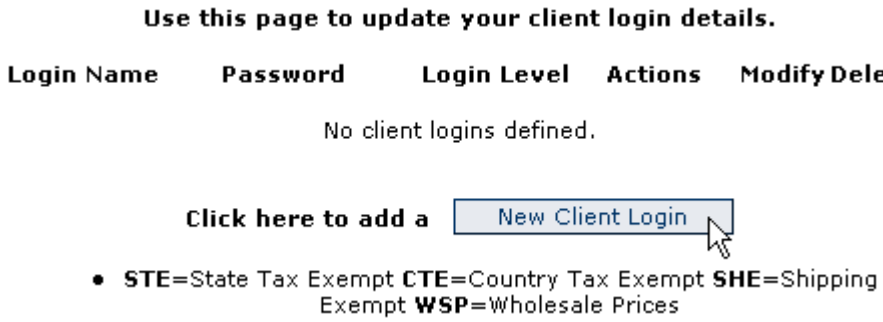


Login Box if $enableclientlogin=true; hasn't been set in vsadmin/includes.php

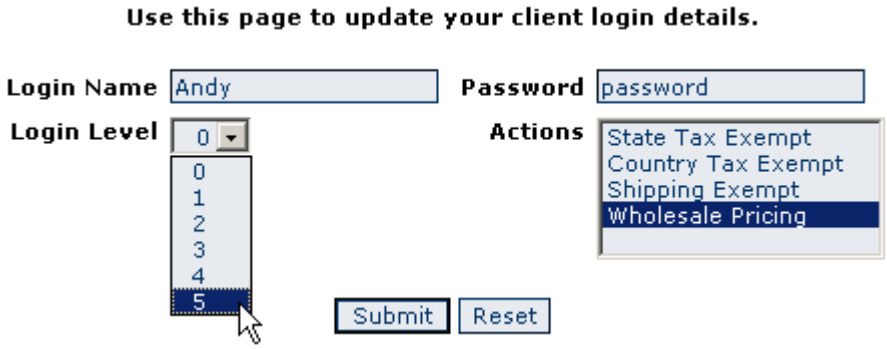
Please enter your username and password.
Login:
Password:
Please click here to write a cookie to remember your username and password.
Submit

Login Dialogue on clientlogin.php

Setting up a client
In your home admin page there should be a link **client login admin**, click to set up your clients' options.



Click on ***new client login*** to add the details and parameters available for each particular customer.



Enter the client name, password, the relevant action (You can use CTRL + Click to select more than one choice) and finally the login level. When done, click on submit and your client will have been set up with the parameters you have assigned.

Login level
You can assign different levels of login permissions on any page to say that a particular page is restricted to anyone below the login level assigned in the login admin section. For example, if you set requiredloginlevel=4 then only people who you have set up with a login value of 4 or above can view the page when logged on. Only place the code on the pages where you need to restrict access, for example, it should not go on clientlogin.php

To add the level of restriction to individual pages you will need to add the line:

<?php $requiredloginlevel=4;?>

...where 4 is the threshold of permission for that page. This needs to come anywhere before the line

<?php include "vsadmin/inc/incfunctions.php"?>

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The last thing you need to do is find the code at the top of your page that looks like this:

```
<?php
session_cache_limiter('none');
session_start(); ?><html>
```

...and change it to:

```
<?php
session_cache_limiter('none');
session_start();
ob_start(); ?><html>
```

..making sure there is no space before the code and you just have the one opening <html> tag.

Chapter 5
Shipping Methods

UPS Shipping
USPS Shipping
FedEx Shipping
No Shipping
Flat Rate Shipping
Weight Based Shipping
Price Based Shipping
Canada Post
Free Shipping
Pack Products
Postal Zones
Shipping Countries
Shipping States
Shipping Estimator
Customer Shipping Carrier Selector
Shipping FAQ

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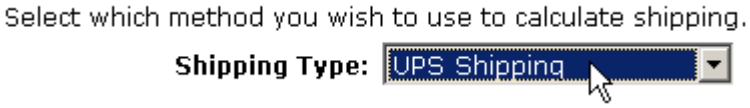
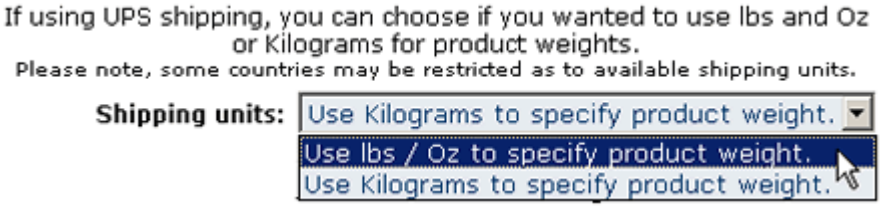
UPS Shipping

Setting up your Ecommerce Plus template to automatically use the UPS Online® Tools Rates & Service Selection to automatically calculate your shipping costs is a simple matter. Just follow the steps below.

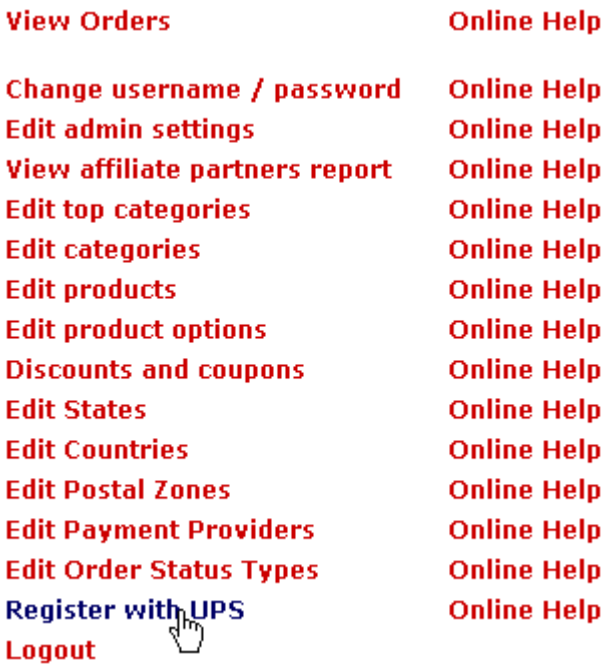
Firstly, log in to the admin section for your Ecommerce Plus template and click on "main settings" using the menu on the left. From the Shipping Type dropdown menu select UPS Shipping.



On the same page you will see a setting "Shipping Units" where you can define the weight units that are used to define your product weights. Please note that the shipping units are limited in some countries. Notably, the United States is limited to specifying product weights in lbs and ounces.


If using UPS shipping, you can choose if you wanted to use lbs and Oz or Kilograms for product weights.
Please note, some countries may be restricted as to available shipping units.
Shipping units:
Use Kilograms to specify product weight.
Use lbs / Oz to specify product weight.
Use Kilograms to specify product weight.

Now, go back to the admin home page by clicking on "home" on the left menu. Click on the text link near the bottom of the page which says "Register with UPS" and follow the steps in the registration wizard.



After completing the UPS Wizard you are now ready to test your system. Try adding a product to your cart where you know the weight of the product. Then in the checkout phase after filling out your customer and shipping information, you should see the available UPS shipping options along with the associated costs. You should do a couple of tests to make sure they match what you would expect from the UPS online shipping calculator at http://www.ups.com/.

NB. If you receive the following error at this stage . . .
This measurement system is not valid for the selected country
. . . then this means that you have to return to the Ecommerce Plus admin section, "main settings" page to change the Shipping units you are using from lbs and ounces to Kilograms or vice-versa.

If you are using the PHP version and receive blank page instead of the UPS Wizard then contact your host and ask them if they have the cURL component installed. This is a free download and is available on the majority of hosting plans.

Oversize Packages.
For each OS1 package, set the product weight to be 30 pounds.
For each OS2 package, set the product weight to be 70 pounds

The way that you deliver your packages to UPS for delivery can affect the total cost of delivering the package. You can change the pick up type by setting the following in your vsadmin/includes.asp or vsadmin/includes.php file . . .

upspickuptype="03"

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The code in quotes there would be taken from the following table...

01 - Daily Pickup
03 - Customer Counter
06 - One Time Pickup
07 - On Call Air
19 - Letter Center
20 - Air Service Center

Remember to enclose the code above in double quotes. Also, please note that these options are not exactly the same as you might find on the UPS website but we hear that is something that UPS are working on.

UPS Order Tracking
It's possible for customers to track their orders from a page on your site - if you don't have the tracking page, all you need to do to enable it is take a copy of products.asp and call it tracking.asp
Then go to HTML view and change the line

<!--#include file="vsadmin/inc/incproducts.asp"-->

to

<!--#include file="vsadmin/inc/inctracking.asp"-->

For the PHP version take the page products.php and save it as tracking.php
Then go to HTML view and change the line

<?php include "vsadmin/inc/incproducts.php" ?>

to

<?php include "vsadmin/inc/inctracking.php" ?>

USPS Shipping

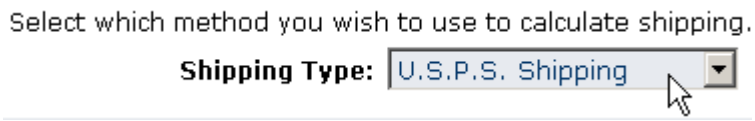
Setting up your Ecommerce Plus template to automatically use USPS shipping is pretty simple as the majority of the integration has been done for you. Just follow the steps below.

US and overseas shipping costs are automatically calculated according to product weight and destination. To activate USPS shipping method you need to register for a username and password. The process is quite simple and the registration form is available at . . .
http://www.uspspriorityмail.com/et_regcert.html under the link Access USPS web tools.

You will receive a long email from USPS with information regarding testing the system before going live on the production server. We have already done this step for you so that can be ignored. All that is needed is to follow the instructions for going live on the production server.

The final step for using USPS shipping is to enter your ZIP code in the admin main panel along with your USPS username. These are used in determining shipping costs within the USA.

Once you have selected USPS shipping in the admin main page



…then you should see a link "Edit USPS Shipping Methods" on your admin home page and that is where you can select the shipping methods that your package shipment can use.

All that is left to do is to add the weight of each product as they are added through the product admin section. The shipping cost will then be calculated on checkout depending on the origin, destination and weight of the order.

IMPORTANT NOTE: After you apply to the USPS, you will receive an email from them with your username. In this email will be a couple of lines about how to switch your profile to allow you access to the production server. Until you follow this step you will receive an error in checkout about not being authorized on the server.

USPS Order Tracking

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It's possible for customers to track their orders from a page on your site - if you don't have the tracking page, you can set it up yourself...

- ASP Version:
Take a copy of products.asp and call it tracking.asp
Then go to HTML view and change the line

<!--#include file="vsadmin/inc/incproducts.asp"-->

to

<!--#include file="vsadmin/inc/inctracking.asp"-->

- PHP Version
Take a copy of products.php and call it tracking.php
Then go to HTML view and change the line

<?php include "vsadmin/inc/incproducts.php" ?>

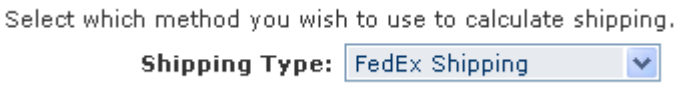
to

<?php include "vsadmin/inc/inctracking.php" ?>

FedEx Shipping

Setting up your Ecommerce Plus template to use FedEx shipping rates to automatically calculate your shipping costs is a simple matter. Just follow the steps below.

Firstly, log in to the admin section for your Ecommerce Plus template and click on "Main Settings" and scroll down the page. From the Shipping Type dropdown menu select FedEx Shipping.



On the same page you will see a setting "Shipping Units" where you can define the weight units that are used to define your product weights. Please note that the shipping units are limited in some countries. Notably, the United States is limited to specifying product weights in lbs and ounces.

Now click on Shipping Methods from the left hand menu and click on Register with FedEx

and follow the steps in the registration wizard. Once you are registered you will want to choose the shipping methods you want to accept on your store so click on the Edit Shipping Methods button and check the appropriate choices.

You are now ready to test your system. Try adding a product to your cart where you know the weight of the product. Then in the checkout phase after filling out your customer and shipping information, you should see the available UPS shipping options along with the associated costs. You should do a couple of tests to make sure they match what you would expect from the FedEx online shipping calculator at www.fedex.com.

FedEx tracking

It's possible for customers to track their orders from a page on your site - if you don't have the tracking page, all you need to do to enable it for the ASP version is take a copy of products.asp and call it tracking.asp
Then go to HTML view and change the line

<!--#include file="vsadmin/inc/incproducts.asp"-->

to

<!--#include file="vsadmin/inc/inctracking.asp"-->

For the PHP version save products.php as tracking.php then go into HTML view and change

<?php include "vsadmin/inc/incproducts.php" ?>

to

<?php include "vsadmin/inc/inctracking.php" ?>

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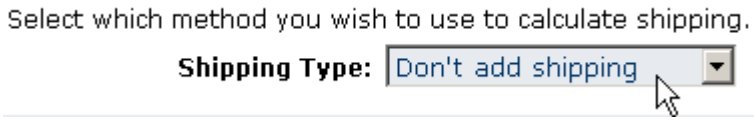
Other Shipping Methods

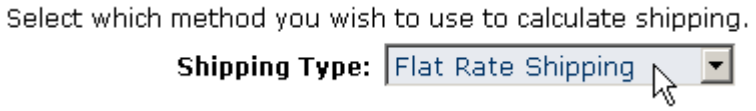
No shipping

As the name suggests, this is the option to choose if there are no shipping costs involved.



Flat rate shipping

If you select flat rate shipping you can enter 2 shipping costs in the product admin section. One is for the cost to ship one of an item, and the second is the cost to ship the second and subsequent instance of an item. First select Flat rate Shipping from the main admin settings page.



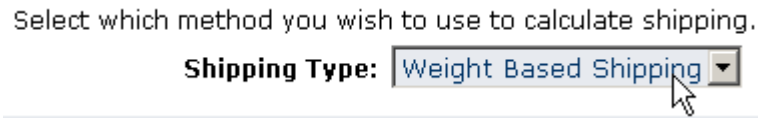
If the cost for the first item is $5.00 and the cost for the second and subsequent is zero then total shipping cost will be $5.00 however many of a product is shipped. Second and subsequent is for one particular product only. If you sell one product x and one product y then both will be charged the first shipping cost. These values can be set in your product admin pages.

If you want it so that store wide to ship one of any product is $XX and to ship any second and subsequent product is $YY then you would have to use weight based shipping.

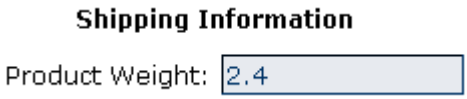
Weight based shipping

Shipping is calculated by product weight according to the shipping zone to easily facilitate national and international shipping. If weight based shipping is selected, then the country zone can be set in the countries admin panel, and new zones can be edited by following the Edit Postal Zones link in the main admin panel.

The first thing to do is select weight based shipping in your main admin setting page



The system works such that you can set a series of weight limits and shipping costs for packages up to those weight limits. The weight limits are set in the admin postal zones page. The weight can be in pounds, kg, ounces, whatever. You give it meaning by what you enter as the product weight in the products admin page.



For instance, if you have entered a weight of 2.4 in the products page, and that to you means 2.4 kilos, then if your weight limit is up to 3 then that is up to 3 kilos also. With the price, that will be whatever the currency you use is. If it is 4.5 and you use dollars, then it is $4.50.

After adding your product weight to the products, you'll need to set up your zones and rules in the admin postal zones page. Set up the names of the zones you would like to use.

Now click on the "Edit Rules" link to set up your weight / price ratio.

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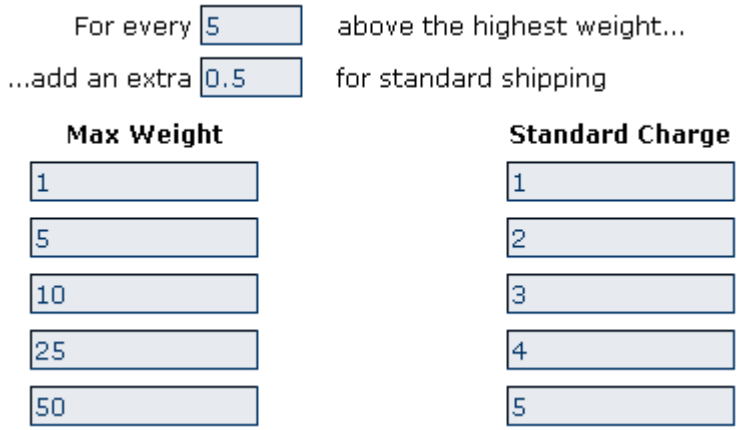
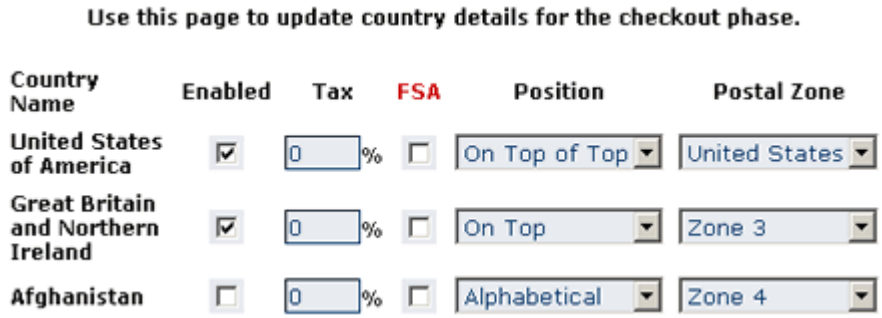


If your highest weight is 50 and the price for that is $5.00, and you set "For every 5 above the highest weight add an extra 0.5" then at a weight of 55, the price would be $5.50, at a weight of 60 the price would be $6.00 and so on.

The final step is to make the relation between the zones you have set up and the countries corresponding to those zones. Click on your admin countries link and you should see a full list of counties and various options.



Enabled Tick the boxes next to the country name for the countries you want to ship to. These will appear in a drop down menu on the checkout page. Some countries have worse reputations than others regarding fraud so you might want to bear this in mind when making your selection

Tax If you need to set a particular tax rate for a country, it can be entered here. For example if you are based in the UK you may be obliged to add VAT to all UK orders, in that case you would want to add 17.5 to the tax box.

FSA This stands for Free Shipping Available. Tick the box if you want to offer free shipping to certain countries. In addition you will need to set this up as a discount or coupon in your discount admin page.

Position This refers to the position of the country in the drop down menu that appears on the checkout page. On Top of Top will be the first country that appears, On Top will override the rest, which can be sorted alphabetically.

Postal Zone Indicates the zones you set up in your admin postal zones page. Use the drop down choices to match the country with your zone.

NOTE
Products that have a weight of zero are not considered for shipping. If weight is not important set all weights to zero and set a really high "max weight" limit.

Weight based shipping methods can be disabled at a given weight.
On the postal zones admin page, just enter an "x" at the point where a given shipping method ceases to be available.

Weight based shipping can be set as a percentage. To do this just add a percentage sign after the value. eg 10% instead of 10 for the cost.

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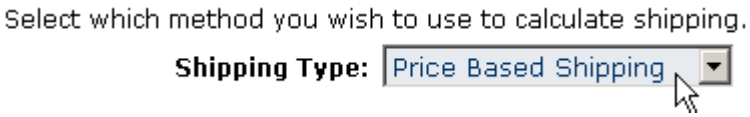
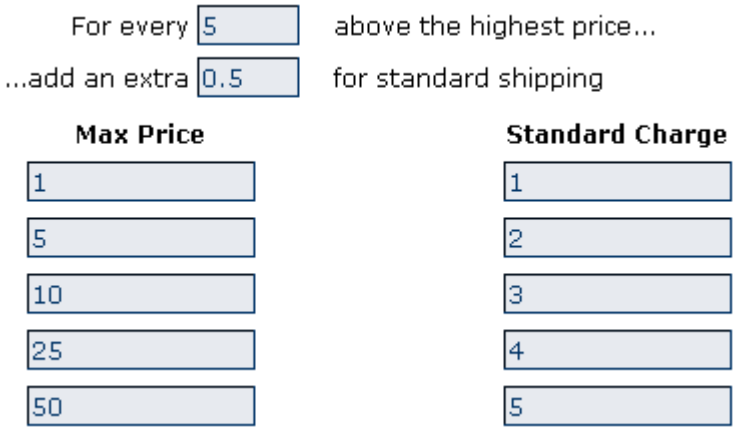
Price based shipping

The idea here is very similar to weight based shipping but you would need to define the price per postal zone rather than weight.

First select Price based Shipping from you main admin page.



Then click on "Postal Zones". As an example fill in Max Price with 1 in the first column and 1 in the second column - that would mean that the shipping cost of items up to a price of $1 would be $1, and in the example below prices up to $5.00 would be charges at $2.00 - continue like that until you have all the prices you require. The highest price option means that over a price of $50, $0.50 will be added to shipping for every increment of $5 in the price of the product. The examples here are in dollars but of course this would depend on the currency you are using on your store ie. “5” could mean dollars, pounds, euros etc.



You would then need to set up your postal zones as explained above in Weight Based Shipping.

NOTE
Price based shipping methods can be disabled at a given price.
On the postal zones admin page, just enter an "x" at the point where a given shipping method ceases to be available.

Price based shipping can be set as a percentage. To do this just add a percentage sign after the value. eg 10% instead of 10 for the cost.

Canada Post

You will first need to obtain a Retailer ID from Canada Post. You can then enter that in your main admin page to get started along with the Post Code from where you will be shipping. After receiving the Retailer ID, Canada Post will need to put you into production mode, until then you can set this switch for the ASP or PHP version to have it in test mode. From there you can also opt to use product dimensions. These additions are made to your vsadmin/includes.asp / .php page.

Free shipping

This option is used in conjunction with discounts and coupons. It enables you to set free shipping only for orders within a particular country which match the criteria you stipulate in the discount set up eg. free shipping for all orders over $100. To set the countries to which free shipping applies, go to your countries admin page and you will see a column "FSA" which stands for "Free Shipping Applies". Only those countries checked will be eligible for free standard shipping. Remember that a rule will have to be set up first in your discount admin page for this to work and that it will apply store-wide. This is not available for flat rate shipping.

Pack products

For USPS, UPS, Price and Weight Based shipping there is a choice of packing products together or separately, this can be found on the main admin page.

Postal zones

This option is only shown if you have chosen Weight Based or Price Based shipping. The first screen is a "named" list of the zones you wish to support. The names are for your own purposes only really, and can be anything like "Zone 1", "Europe", "Eastern Europe" or whatever has meaning for you. Once you have added some zone names and clicked submit, go back to this page and you will see that there is a link "Edit Zone Rules" next to the zone names. The first column is a list of weight limits. The second column is a list of costs. The actual scale of the weight limits is irrelevant really and can have any meaning you wish, such as ounces, kilograms, pounds etc.
If you want ALL zones to have multiple shipping methods click on the link on the postal zones page:
Please click here to set all zones to use multi shipping methods, like "Standard" and "Express" shipping.
If you only want certain zones to have multiple shipping methods then click on "Edit Zones" for that postal zone and click on the link:
This zone is set to only use one shipping method. To use multi shipping methods for this zone, like "Standard" and "Express" shipping, please click here.

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There are regional updaters here, which will allow you to replace the US States with UK Counties, Canadian Provinces etc.
Note: From version 4.3.0 up to 5 shipping methods for weight / price based shipping are now available. (Previously 2 were available.) You can also set the shipping method name on the admin zones page per shipping zone.

Shipping countries

The store software displays a list of worldwide countries in the checkout phase, and their attributes can be edited here. Firstly you can choose if you wish to ship to the country at all. Be careful when deciding this as it is tempting to support every country to increase sales, but unfortunately some also attract more fraudulent orders than others. Country tax can be set on this page also. The figure is expressed as a percentage, so for instance if a country incurs 16% tax, then just enter 16 in the box provided.
The position can be used to set the order the countries are displayed in the checkout drop down. "On Top" will put that country on the top of the list. "On Top of Top" will put that country above that even. This means that you can have the "United States" above the "United Kingdom", and then the rest in the usual alphabetical order.
If you have chosen "Weight based shipping" you are also given the option to set the shipping zone that applies to that country. We have ordered the countries roughly into the United States, the Americas, Europe and the rest of the world, but do examine these carefully for the countries you decide to ship to.

States

The store software displays a list of the US states in the checkout phase, and on this page you are given the option of supporting that state, and if shipping to that state incurs any State Taxes.

Shipping estimator

This feature was introduced in version 4.9.0 and allows your customers to be presented with an estimate of their shipping costs from the cart and before going through checkout. They need to select the country and / or state where they are purchasing from and they will be presented with the cheapest shipping method available depending on the information you have set up for shipping choices in the admin.

This is an optional feature and can be switched on through includes.asp / includes.php

ASP Version -> Add this line to includes.asp to switch on the feature...
estimateshipping=TRUE

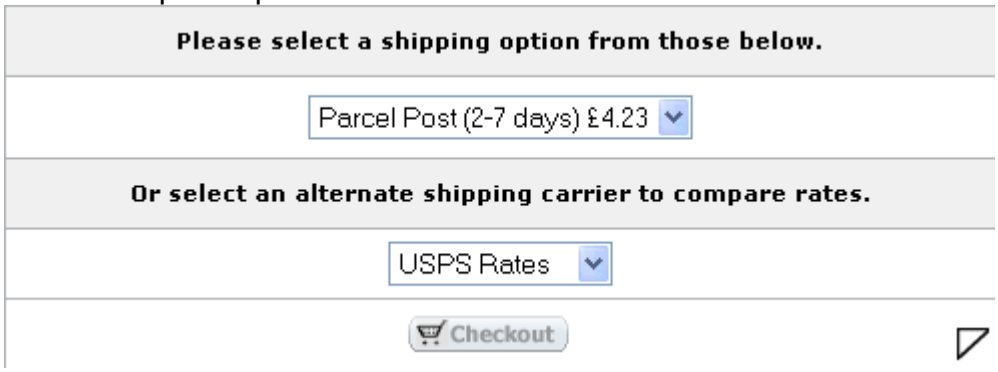
If you are using weight based shipping that is split into state zones then you will need to define the State where you will be shipping from
defaultshipstate="California"

PHP Version -> Add this line to includes.php to switch on the feature...
$estimateshipping=TRUE;

If you are using weight based shipping that is split into state zones then you will need to define the State where you will be shipping from
$defaultshipstate="California";

Customer shipping carrier selector

Another feature added in version 4.9.0. This allows customers to choose between shipping carriers on checkout and select the price and method that best suits them. On the final checkout page they will be presented with a drop down list of carriers that you have defined and they can check the cost of each available price option and make their selection.


Please select a shipping option from those below.
Parcel Post (2-7 days) £4.23
Or select an alternate shipping carrier to compare rates.
USPS Rates
Checkout

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This is an optional feature and can be switched on through includes.asp / includes.php

ASP Version -> Add one or more of these lines to includes.asp depending on which carriers you wish to offer to your customers.
alternateratesups="UPS Rates"
alternateratesusps="USPS Rates"
alternateratesweightbased="Weight Based"
alternateratescanadapost="Canada Post"
... only include those that you have chosen to offer. The text in "Quotes" such as "Weight Based" can be changed if you want to use a different language or different description.

PHP Version -> Add one or more of these lines to includes.php depending on which carriers you wish to offer to your customers.
$alternateratesups="UPS Rates";
$alternateratesusps="USPS Rates";
$alternateratesweightbased="Weight Based";
$alternateratescanadapost="Canada Post";"
... only include those that you have chosen to offer. The text in "Quotes" such as "Weight Based" can be changed if you want to use a different language or different description.

Shipping FAQ

Can I use multiple shipping methods?
I don't need to charge a per item shipping...someone can order 1 product or 20 products and I charge the same amount - I want them to have the option of choosing either standard or express and not be charged per item.
I want to charge $5 for the first item entered into the cart, and then $1 for each additional item. What method should I use?
How do I set up shipping based on a percentage of the final sales price?
How do I add tax to shipping?

Can I use multiple shipping methods?

It's not possible to mix 'n' match domestic shipping methods but you can give your customers a choice of carrier on checkout. From version 5.0 it is also possible to use a different shipping method for domestic and international orders by selecting from the drop down menu in the main admin settings.

I don't need to charge a per item shipping...someone can order 1 product or 20 products and I charge the same amount - I want them to have the option of choosing either standard or express and not be charged per item.

Using weight based shipping, set every product a very low weight, (say 0.1). Then set up your postal zones with only one rule per zone, which has a very high max weight, (say 9999) and the cost as your shipping cost. On the admin main page make sure "pack products together" is set.

I want to charge $5 for the first item entered into the cart, and then $1 for each additional item. What method should I use?

Use weight based shipping and set every weight to 1 to make things easy. Then in the postal zones section, set the rules so that a weight of 1 is $5, a weight of 2 is $6 and for each 1 above the highest weight add an extra $1.

How do I set up shipping based on a percentage of the final sales price?

In the admin main page set up the shipping type to price based shipping. Then for the postal zones admin page click on edit rules, and then just set something like...
for every 1 above the highest weight add an extra 0.2 which would charge shipping at 20%.
for every 1 above the highest weight add and extra 0.35
..which would add shipping at 35%.

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The first example for instance would round to the nearest 20 cents of course, but you could say

for every 0.5 above the highest weight add an extra 0.1

How do I add tax to shipping?

Open the file vsadmin/includes.asp or php and change taxShipping=0 to taxShipping=1.

Chapter 6
Design Issues

Introduction
Using Macromedia Fireworks
- **Editing text**
- **Editing graphic colors**
- **Batch processing**

Frontpage Issues
- **Frontpage includes**
- **Frontpage includes (ASP)**
- **Frontpage navigation (ASP)**
- **Frontpage includes (PHP)**
- **Configuring Frontpage for PHP**

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Introduction

The great thing about working from templates is the simplicity of setting up the design of your store to reflect your products and needs. The hard work of preparing the layout of the store is already done for you – from there you can change color schemes, add your own graphics and modify the existing ones.

All the templates come with .png files. These can be edited in Fireworks from Macromedia – they have a 30 day free trial available if you don't already have the program.

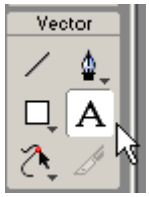
Graphics and sections, which are repeated on many pages, are usually set up as include pages for Frontpage, components for GoLive or form part of the Dreamweaver .dwt file or library items.

Using Macromedia Fireworks

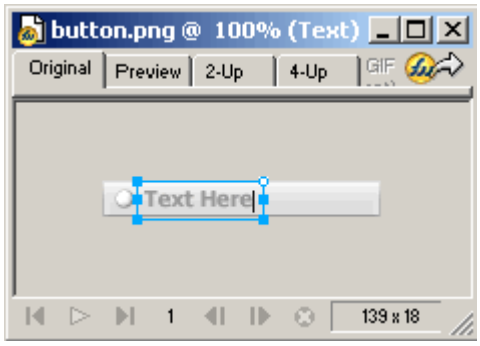
You don't have to own a copy of Fireworks to work with our templates but it does make graphic editing simpler. The .png files are found in the images/extras folder. There are blank gifs which you can use in other graphics programs to add your own text to.

Editing text

File>Open and browse to the image you need to edit and click on the text tool, the icon is an "A"



Place your cursor on the text and type your wording.



Save your graphic by going to File>Export Preview

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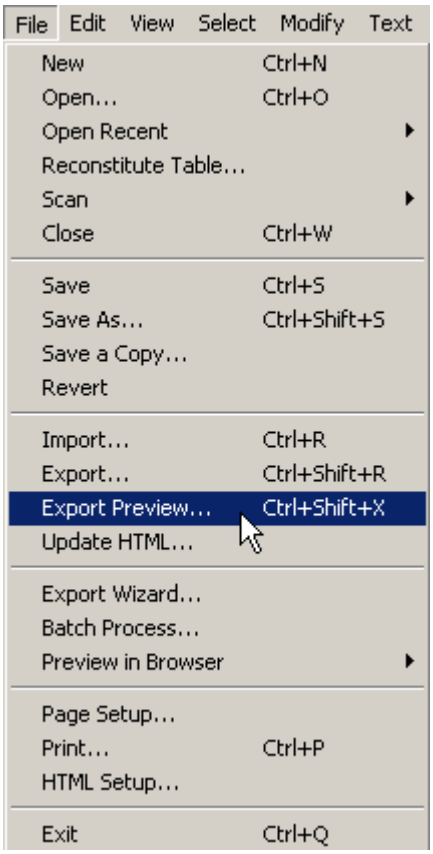
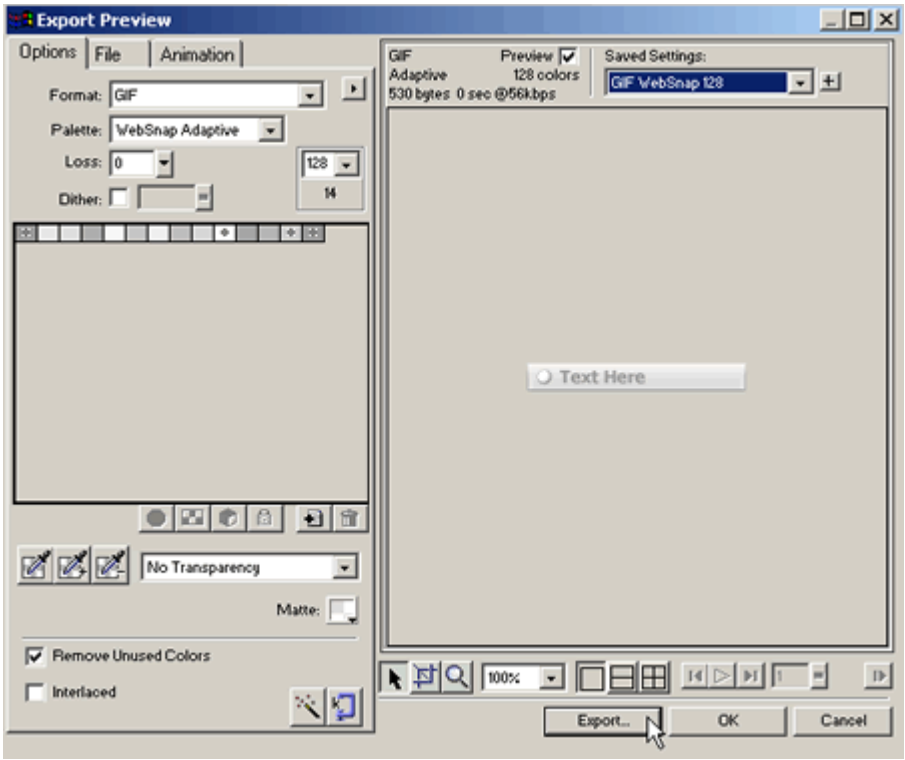
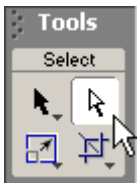


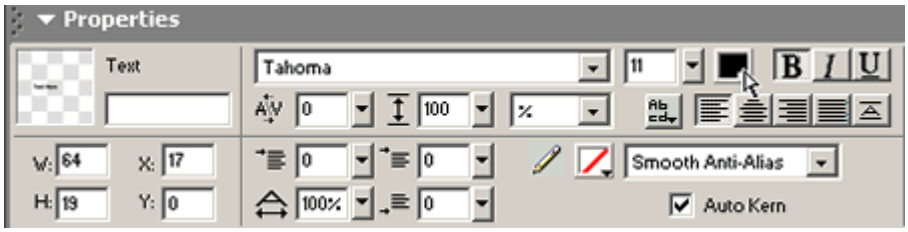
Choose the format (usually as a GIF) and settings you want for the graphic, paying particular attention to file size / quality



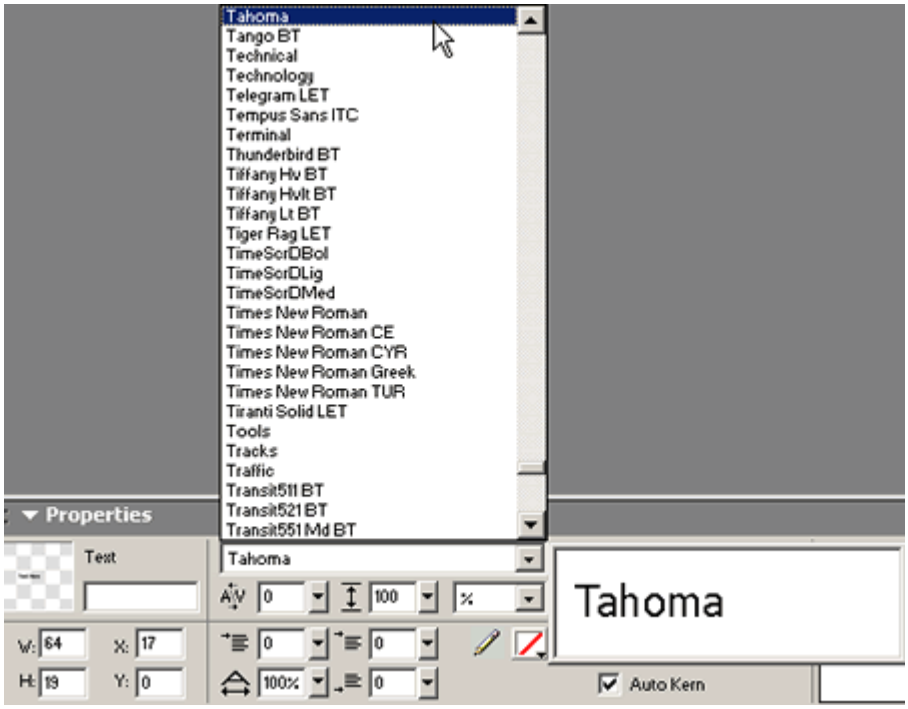
You can change the color of the text by choosing the select tool (the white arrow).



Click on the graphic and select the color from the properties window.



You can also change the font by selecting from the drop down list in the same window.



If you need to change the background color choose Modify>Canvas>Canvas Color.

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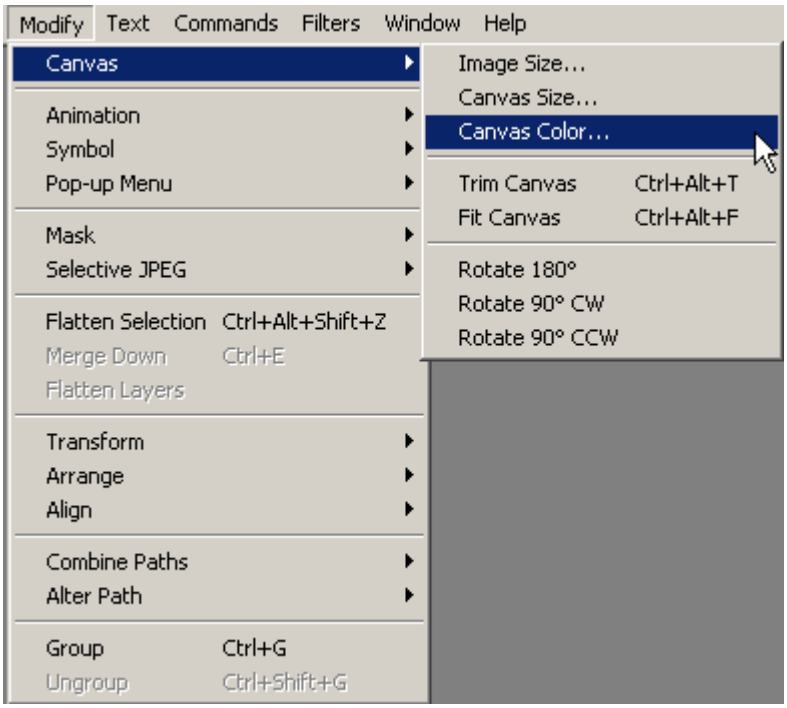
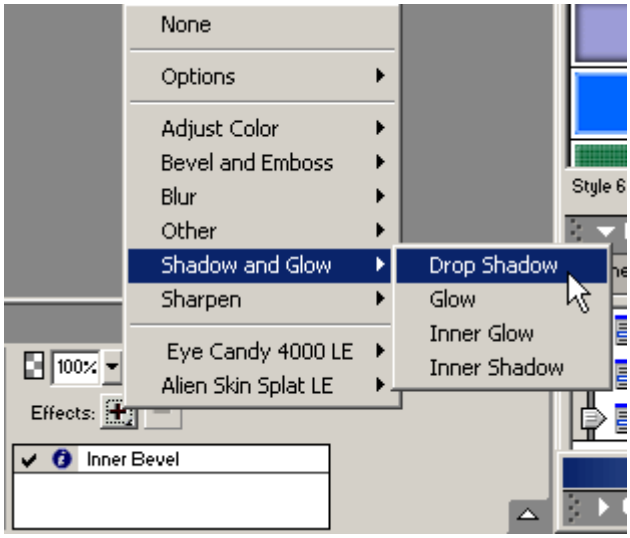
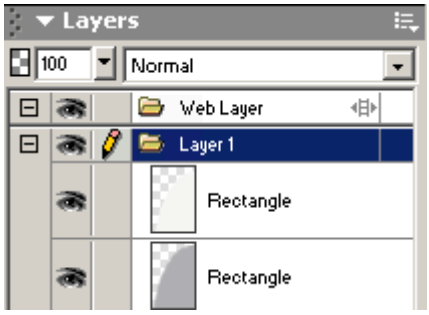


Effects such as drop shadow, bevel etc. can be added by clicking on the plus sign next the word “effect” in the properties window and selecting the options until you get the look that best suits your needs.

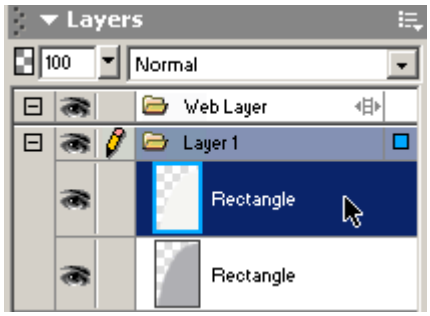


Editing graphic colors

Most of the templates have small rounded corner graphics, menu tops or bottoms etc., which are easily changed. These usually consist of a background color, which can be changed as above and a rounded image which is modified by selecting it and changing the color in the properties window.
Often a graphic is made up of different layers – in Fireworks you can see them in the Layers Window.



Click on the name and you'll see the layer highlighted and the properties window will show the color and any effects that have been applied.



You can change the color of the individual elements (layers) by clicking on the color next to the paint icon and selecting the color of your choice.

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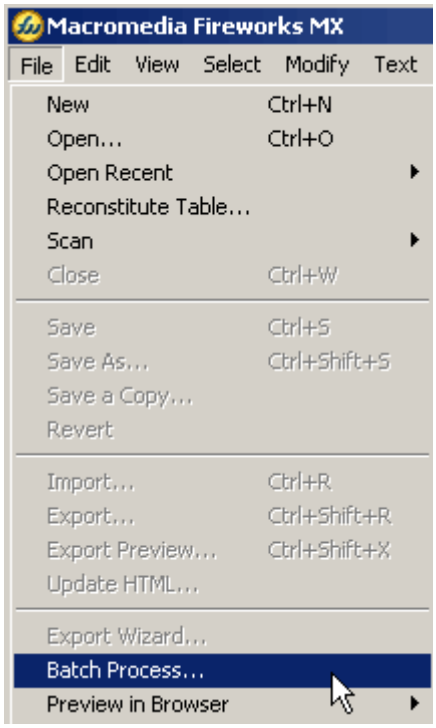
NB There are quite a few windows available in Fireworks, probably the most important being the tools and properties – if you don't see these, select them from the "window" menu at the top of the screen.

Always export your graphic by going to File>Export Preview and choosing the format (usually as a GIF) – it's best not to use .png files on your site as not all browsers recognize the format and the file size will be much larger too.

Batch processing

A very useful feature of most graphics programs is the ability to change a large number of graphics to the same specifications. This is really useful for the ecommerce templates when preparing the product images for the product and product detail pages.

The first thing to do is place all your images in a folder on your hard drive. Then open Fireworks and choose File > Batch Process from the top menu



Browse to the folder where you saved your images and select the ones you want to change or choose to select them all

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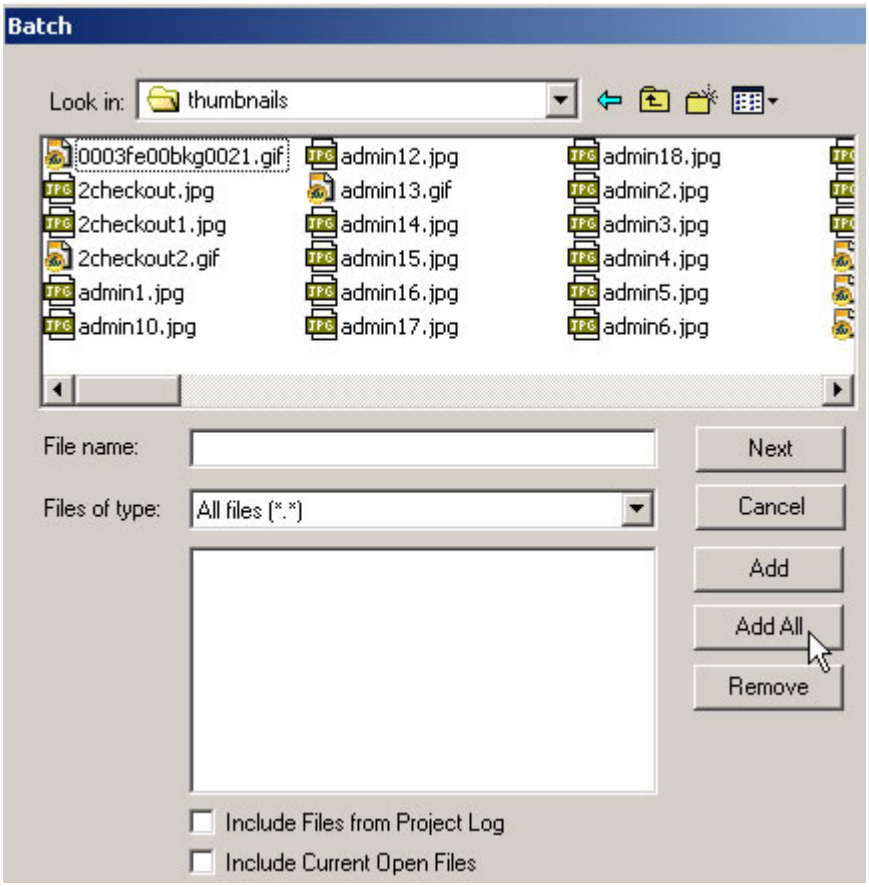
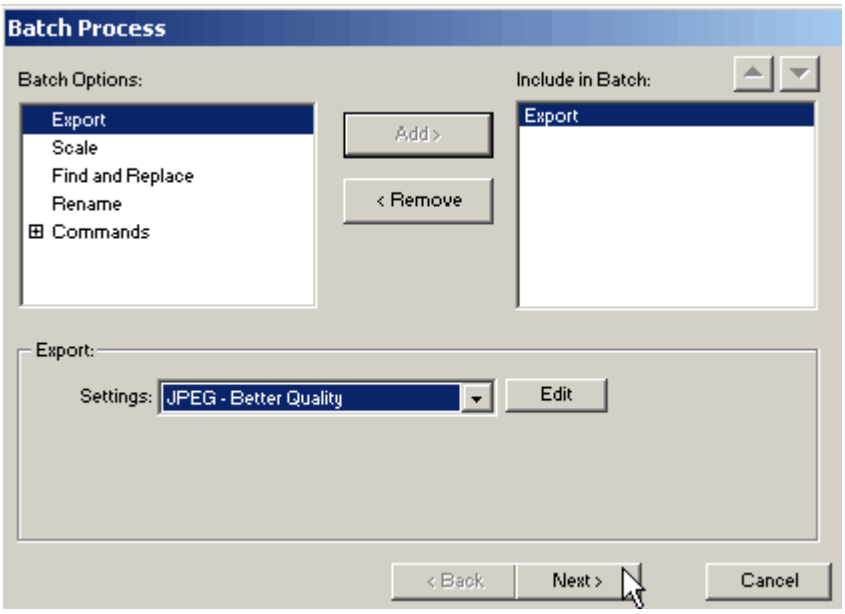
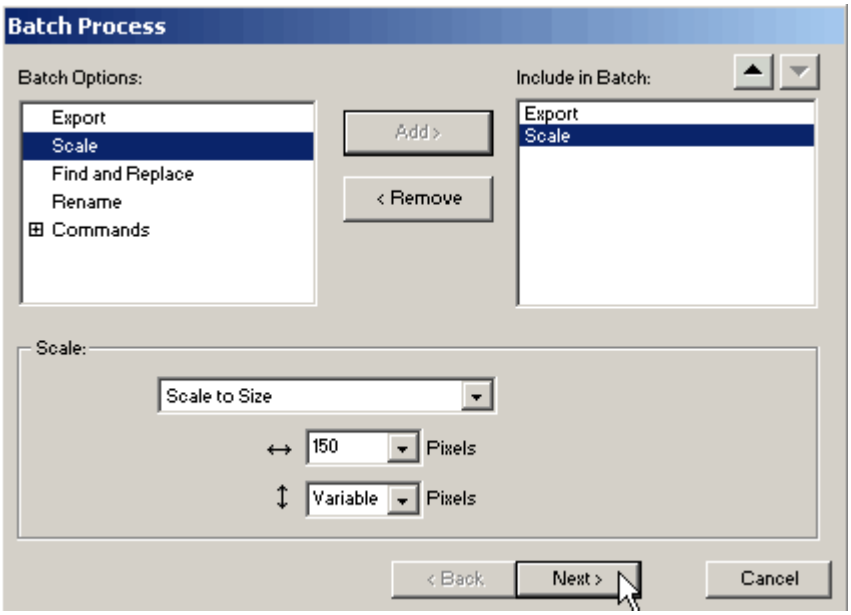


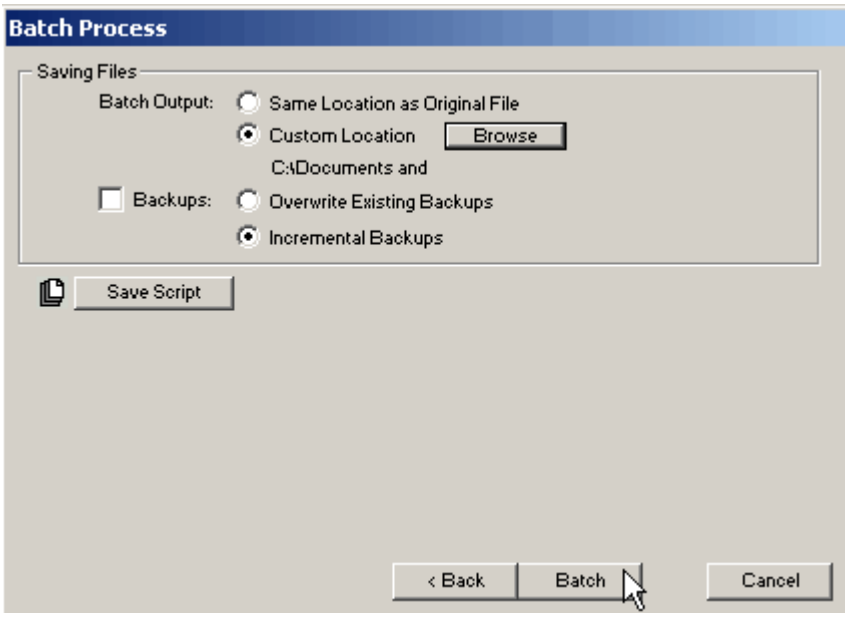
Now you can set up the rules for the changes you want to make to the images. For photos you will probably want to export the picture as a .jpg file



And you'll probably want to set a uniform size. To avoid distorting the graphic it's best to set the width (in the example at 150 pixels) and allow the height to scale accordingly by choosing variable



The Rename and Commands options probably won't be needed. Click on next and you will be given the option of where you would like to save your newly modified files and the option of saving the script so it can be used again at a later date.



Clicking batch will modify all the files you selected to the specifications you set up.

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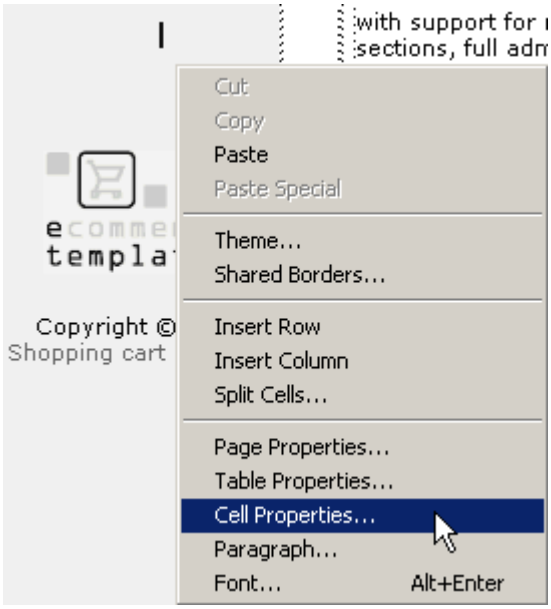
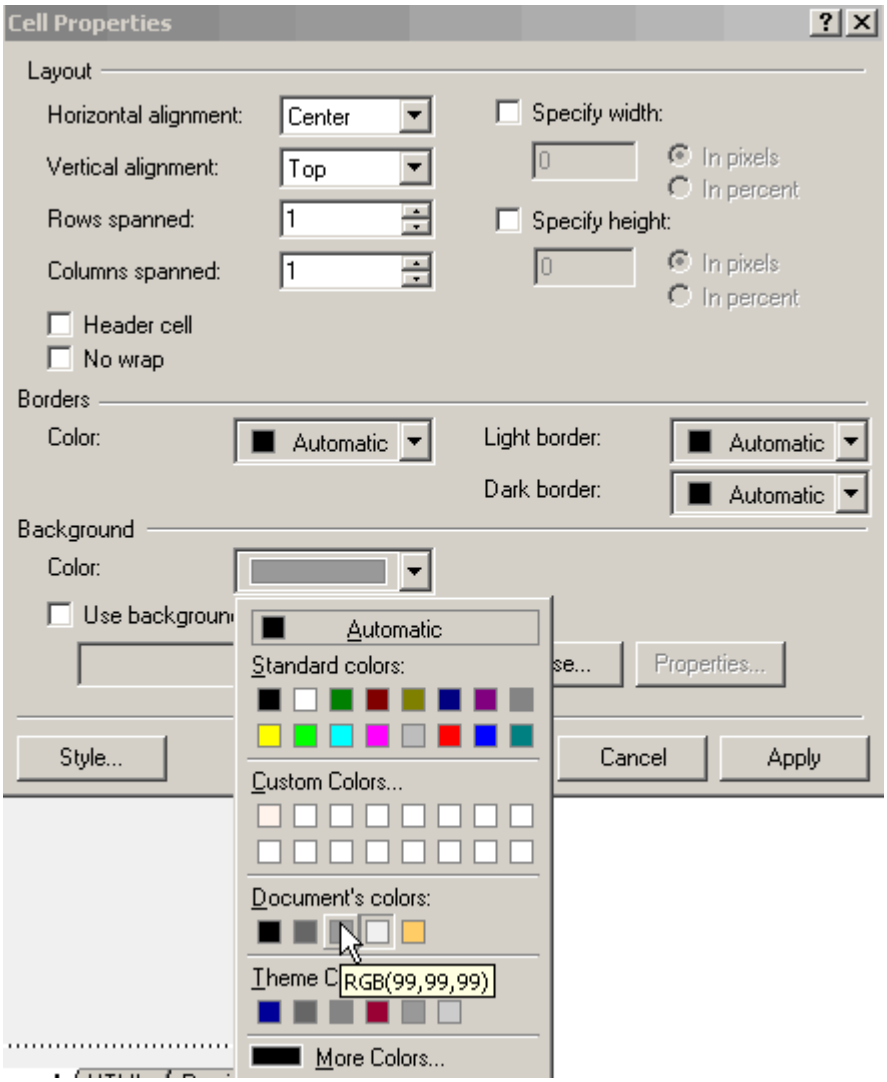
Frontpage issues

The majority of the colors on the templates are cell backgrounds, which can be changed by right clicking on the cell in normal view and choosing “cell properties”.



You can then select the color of your choice.



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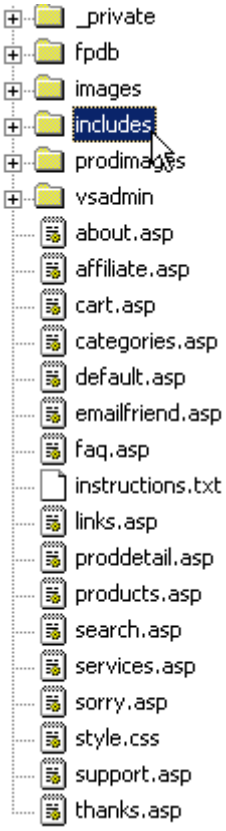
Frontpage includes

All the Frontpage ecommerce templates use include files. These allow you to update the whole site by making changes on a single page. They are typically used for news items, header and footer sections - anything really that appears the same on all or most of the pages on a site. The include pages are kept in a folder called /includes/. We've added a brief explanation below on how to use them with the ASP and PHP templates.



The ASP templates use Frontpage includes - they're very simple to use and can be added to and deleted at will.

Modifying an include page (ASP Version)

In Frontpage folder view, open the includes folder and double click on the file you want to change. Make the modifications and on saving, all the pages that are linked to that include file will be automatically updated. There are only a couple of things to be wary of. If the include file uses graphics, make sure that your new graphics will fit into the space provided for them. Some include files, typically ones used for news sections, use smaller text. This is achieved through .css class - take a look at the code and you'll probably see something like this: <td class="smaller"> or <p class="smaller"> - if this is the case, and you want to maintain the look, you may need to manually add the class to the

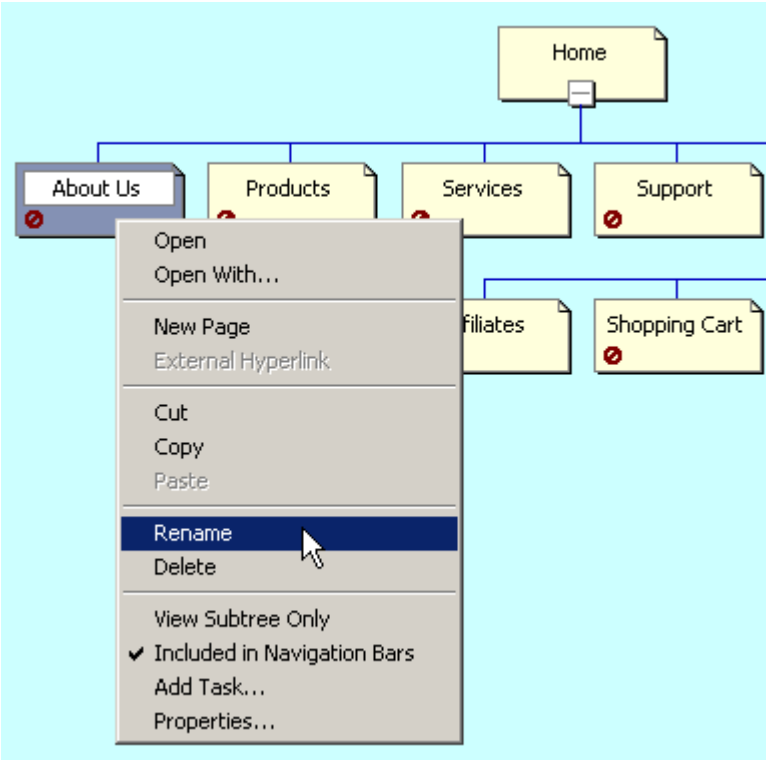
<p> tag when adding a new paragraph. Speaking of <p> tags, be careful as sometimes Frontpage will add them to your code, both on the include page and the main page which contains the include - this may cause some extra spacing to occur and will mess up your design, particularly in Netscape 7. To delete them open the page in HTML view, delete and save, making sure you have the "Preserve existing HTML" box checked in Page Options. There is further help on using CSS in this chapter.

NB. Only code that is between the opening and closing <BODY> tags will be read in include files, so if you have to put some script into the <HEAD> section, it will have to be moved to the <BODY> section.

Frontpage Navigation (ASP Version)

Many of the ASP version Frontpage ecommerce templates use a theme so it is easy to add new buttons and pages without having to open your graphics program. If there is not a tree structure in Navigation View it means the templates relies on Frontpage includes for navigation.

Changing Button Names
Button names are based on the Title of the page. They must be kept short because FrontPage will not wrap button names. They will appear on one line and will need to fit within the space allotted on the button. In Frontpage, go into Navigation View and right click on the page icon in the tree structure, choose Rename and type the name of the page you need.



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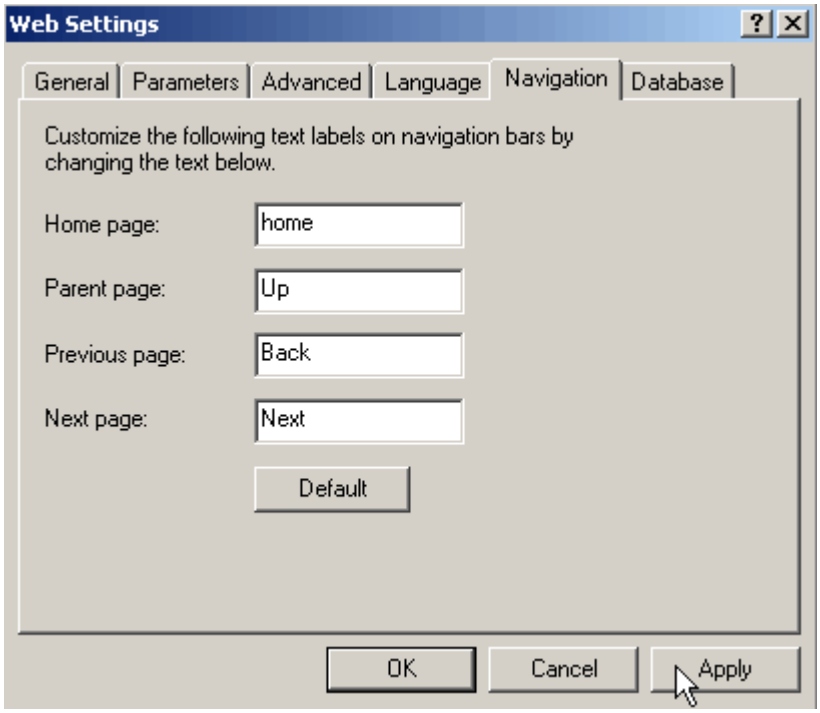
You will probably also want to change the name of the page itself so right click on the page name in folder view, choose Rename and type the new .htm or .asp name you require. It's best to keep names lower case and without spaces.

If you need to change the wording of the "home" link go to Tools>Web Settings>Navigation and place your wording there.



Adding a Page
To make more pages on the same navigation level, open a page > go to File > Save As > assign a new Page title by clicking on Change > type in the new title > OK > type in a new File name. Save. This will give you an exact copy of the first page without altering the first page. Drag the new page's file name into Navigation View in the place on the menu where you would like it to appear. FrontPage will automatically add the new page to the navigation bar. To finish the new page, insert appropriate content.

For some reason Frontpage won't allow you to have a .asp page as a parent file in navigation view so what you will need to do is change the extension to .htm, attach the page in the navigation tree chart and then change the extension back to .asp.

Deleting a Page
In Navigation View, right click on the icon of the page you wish to remove > Delete > Delete this page from the Web > OK.

Troubleshooting

If your Frontpage navigation doesn't show when you publish your site to your server then go to Tools > Recalculate Hyperlinks to see if that will bring it up. Also check that the theme has been attached.

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Modifying an include page (PHP Version)

There are a couple of issues with the Frontpage version when using the PHP templates. Frontpage extensions do not work with pages with the .php extension, so this means that FrontPage Includes and FrontPage Navigation do not work. We have found a neat way around these issues, but there are a couple of things to bear in mind.

First, for include pages, we have just used PHP includes. It's already set up for you, and you will find the included pages in the includes folder. Unlike FrontPage includes however, all links will be relative to the file that is doing the including. So, for this reason we recommend you use links relative to the site root if you want to use the same include files in folders and sub folders.

Examples of different ways to link pages are . . .

This is a relative link: mypage.php
This is a link relative to the site root: /mypage.php
This is an absolute link: http://www.mysite.com/mypage.php

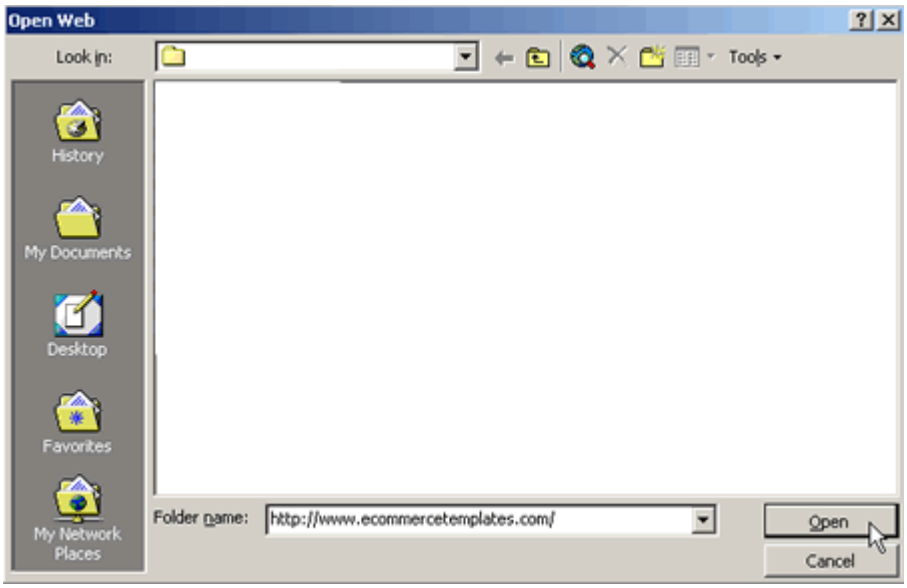
The include page will not show up when you preview in a browser, so you'll need to upload the site to your server to view your modifications. There is a utility that will allow you to view your changes in Frontpage and they have a 30 day free trial available.

You can also work "live" on the server:

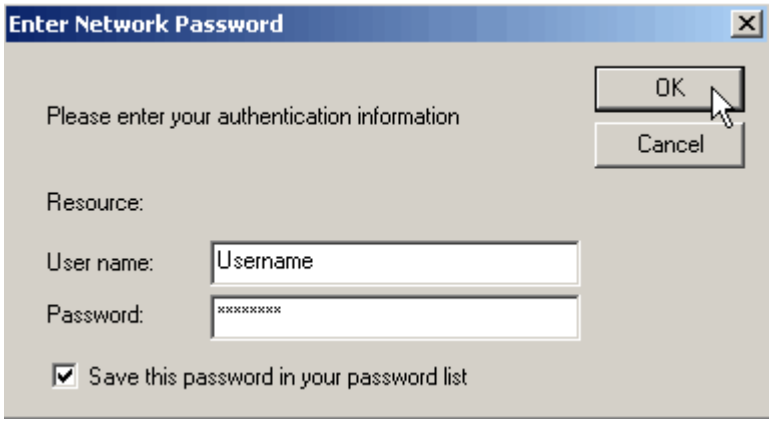
How to work "live" on the server

Open Frontpage
Select File > Open Web

In the box that appears type your full URL eg. http://www.yourdomain.com/



You'll now be prompted for your Frontpage user name and password



Once verified, your site will be open and live, any changes you make on "saving" will be made to your live site

PHP includes and navigation

Because FrontPage Navigation is not available, you will have to make up and over buttons for the navigation. (This does not apply to templates which use DHTML PopOut menus as navigation or text based menus.) To change navigation, open the page which contains the navigation. (Normally includes/leftnavigation.htm.) You will see some lines of code such as . . . addrollover('special.php','images/special.gif','images/specialov.gif');

```
// Add your rollovers here.
// First the link, second the normal button image, third the "over" button image
addrollover('about.php','images/menu/about.gif','images/menu/aboutov.gif');
addrollover('categories.php','images/menu/products.gif','images/menu/productsov.gif');
addrollover('services.php','images/menu/services.gif','images/menu/servicesov.gif');
addrollover('links.php','images/menu/links.gif','images/menu/linksov.gif');
addrollover('support.php','images/menu/support.gif','images/menu/supportov.gif');
addrollover('mailto:andy@ibswebdesign.com','images/menu/email.gif','images/menu/emailov.gif');
```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To add buttons to the navigation, just add extra lines here, or edit the existing ones. The parameters are:

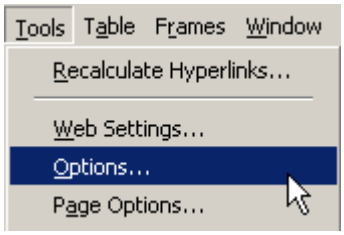
The link.
This can be relative: about.php
or relative to the site root: /about.php
or absolute: http://www.mysite.com/about.php
The "normal" state of the image: images/menu/about.gif
The "mouseover" state of the image: images/menu/aboutov.gif

The same rules apply about relative links as for the FrontPage Includes however.

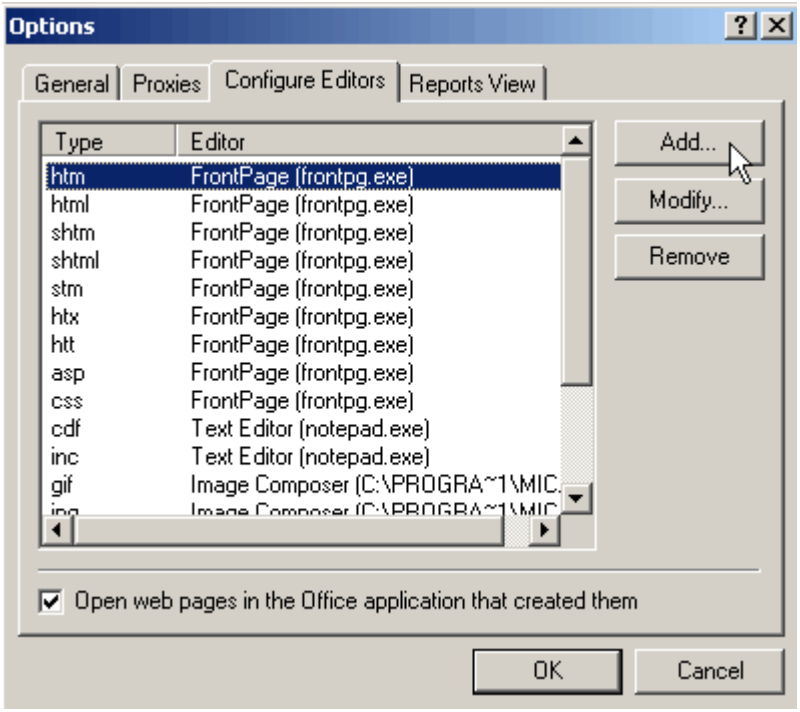
Configuring Frontpage for PHP

If Frontpage doesn't recognize the .PHP pages, you'll need to configure it like this:

In Frontpage go to Tools>Options>Configure Editors



Choose "Add"



Put PHP for file type
Put the same information as you have for htm, html etc. - this is usually:
Editor Name: FrontPage
Command: frontpg.exe

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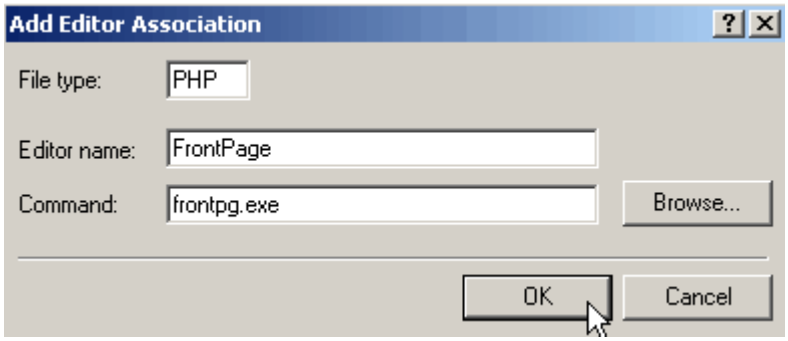


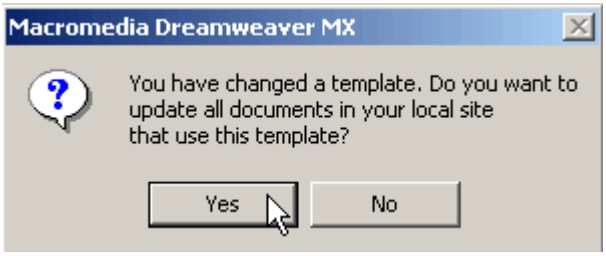
Adding a new page
The simplest way to add new pages to your site is to open an existing page, such as about.htm and save it under a new name, such as new.htm. If the template uses Frontpage navigation then remember to drag the page into navigation view so that the menu shows up correctly.

Frontpage tip: Be careful not to drag the borders of your cells and tables in an attempt to change the layout – always work with cell and table properties.

Dreamweaver Issues

Remember that before making any changes to a Dreamweaver template you will first need to define your site by selecting Site > New Site from the Dreamweaver top menu. There are full details in our introductory chapter.

Main.dwt
Global changes should be made in the file Templates/Main.dwt. These will typically be the header, menu and footer sections. On making a change to the file Main.dwt you will be asked if you want to update all the files using the template


Macromedia Dreamweaver MX
You have changed a template. Do you want to update all documents in your local site that use this template?
Yes
No

Agree to the prompt and all the pages will be updated. If you are not prompted then it probably means that your site hasn't been defined.

News.lbi
The news section will typically be a library file and if present will be found in the Library folder. This file can be used to update all the pages that are linked to it. If you need different news sections on different pages, save New.lbi under a new name, make the text changes and drag it into the place on the page where the original library item was located.

Editable Regions
Content which is unique to each page will be set up as an Editable Region. The main body of content will be typically called "Body" and is represented by a light blue box around the area that can be edited.

The cursor will show as an arrow within an editable region and as a circle with a line through it in the locked region of the page.

To change the background colors in Dreamweaver, click in the cell in design view and then select the bg color from the Properties Window.

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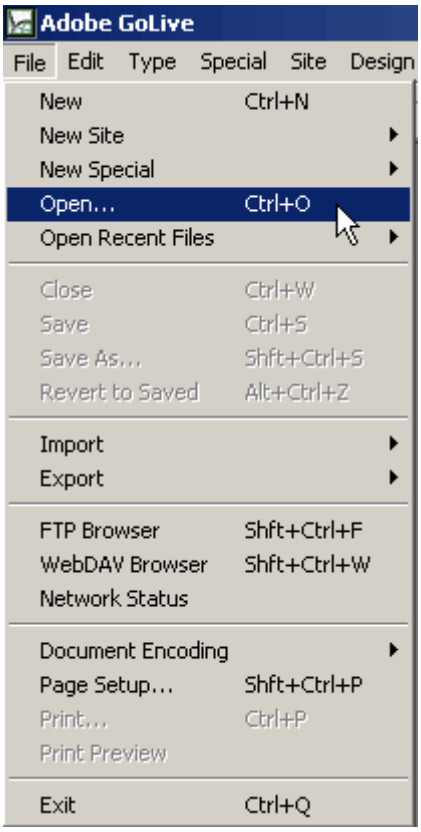
Adding a new page

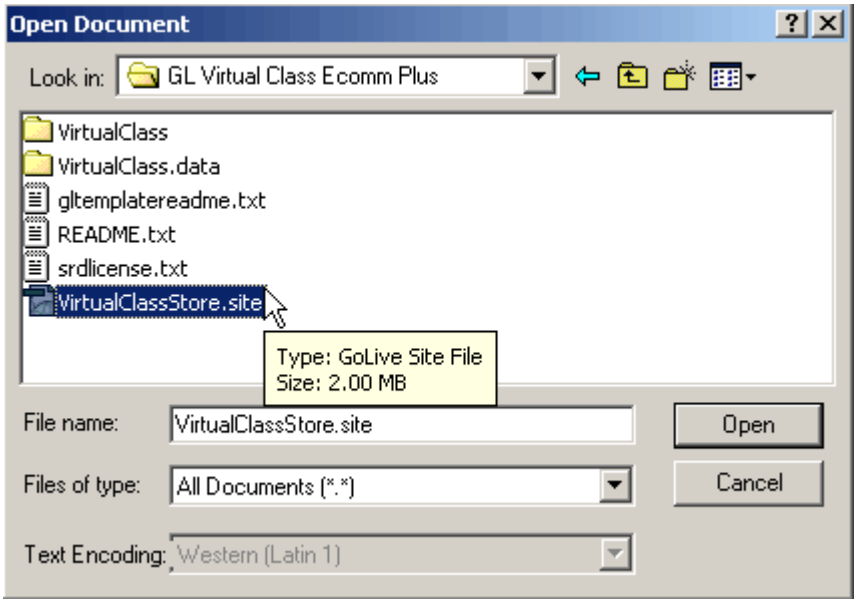
The simplest way to add new pages to your site is to open an existing page, such as about.htm and save it under a new name, such as new.htm.

GoLive Issues

The first thing to do when you've opened up Adobe GoLive is to go to File > Open from the top menu.



Browse to the folder where you extracted the template to and locate the .site file.



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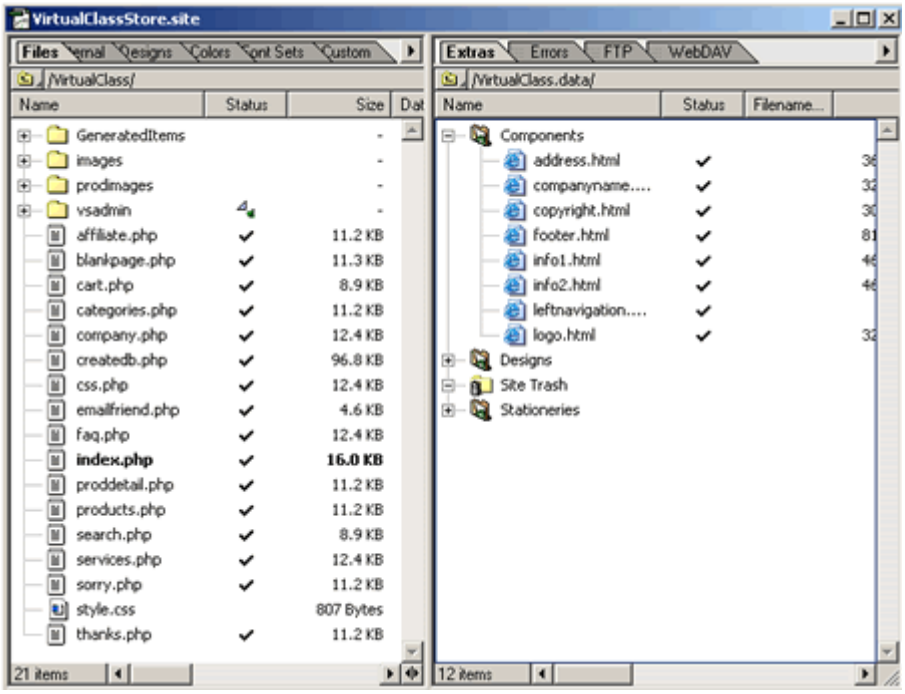
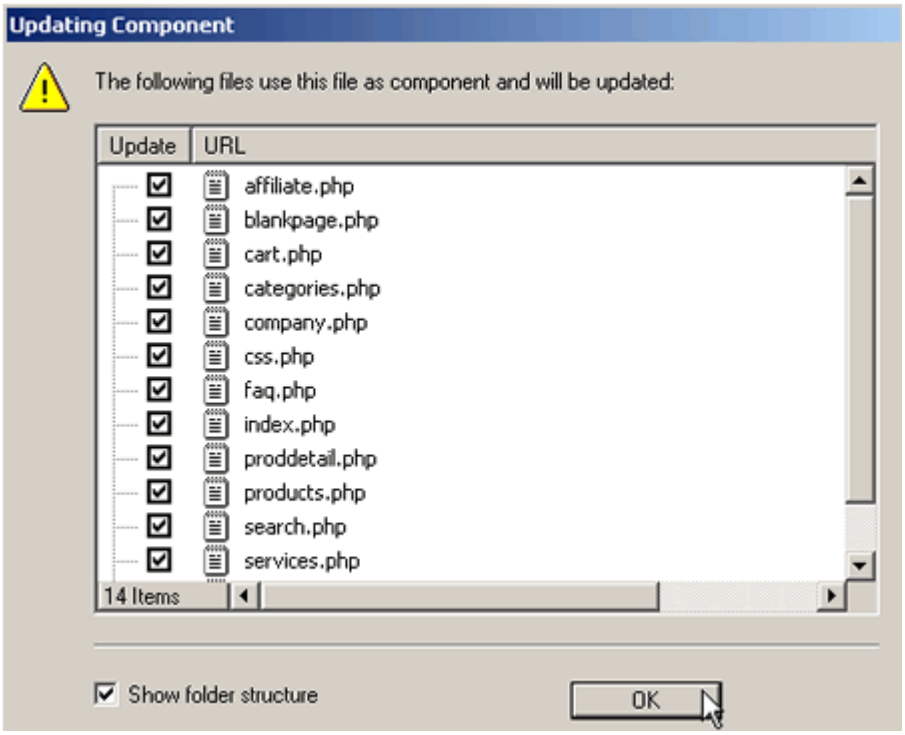
You should then see the listing of all the files and folders that make up your GoLive shopping cart.



You'll find the package has some sample pages, the store .asp/php pages and a number of folders. To make site-wide changes to the design, adding your company name, changing the menu etc. you'll need to work from the components. These can be opened by double clicking on the various components that make up a page.

Once you've made the changes, save the file and you'll be prompted if you want to update all the files using this template - agree to the prompt and you should be able to see the modifications you've made.



Adding a new page

The simplest way to add new pages to your site is to open an existing page, such as about.htm and save it under a new name, such as new.htm.

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Cascading Style Sheets (CSS)

On the ecommerce templates we use cascading style sheets (css) to allow you to easily manage the font and hyperlink properties. In the root of your web you will have a file typically called style.css and on each page a link to it like this <LINK REL=STYLESHEET TYPE="text/css" HREF="style.css">. This can be edited in Frontpage, GoLive or Dreamweaver by double clicking on it or can be opened and modified in a text editor like Notepad.

Editing the hyperlink properties with CSS
After opening the file you should see some lines like this:

```
A:link {
color: #3366FF;
text-decoration: none;
}

A:visited {
color: #3366FF;
text-decoration: none;
}

A:active {
color: #3366FF;
text-decoration: none;
}

A:hover {
color: #FF9966;
text-decoration: none;
}
```

The parameters are pretty clear, any hex value will suffice for the color and if you require an underline when the cursor passes over a link, change "none" to "underline". Note that some browsers, notably Netscape 4x will ignore the hover option.

Editing the font properties with CSS
The font type and size is also set in the css file, here's an example:

```
TD {
font-size: 12px;
font-family : Verdana,Arial;
}

P {
font-size: 12px;
```

```
font-family : Verdana,Arial;
}
```

This means that all text that is between <TD> or <P> tags will be Verdana, size12 - if Verdana is not installed on the user's machine then it will revert to Arial. If you want to change the color of the text from the default then add a line like this for red text:

```
TD {
font-size: 12px;
font-family : Verdana,Arial;
color: #CC0000;
}

P {
font-size: 12px;
font-family : Verdana,Arial;
color: #CC0000;
}
```

Editing the horizontal rule properties with CSS

This line of code will give you a blue horizontal rule, one pixel in height:

```
HR {
color : #3366FF;
height : 1px;
}
```

Netscape browsers will ignore this.

Using CSS classes

CSS classes allow you to vary your styles on a page, for example giving a section smaller text or different link properties - this can be really handy when for example you have light and dark backgrounds and you need your links to show up well on both. Here's an example of using a class for hyperlink properties:

```
A.dark:link {
color: #FFFFFF;
text-decoration: none;
}

A.dark:visited {
color: #FFFFFF;
text-decoration: none;
}
```


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```
A.dark:active {
color: #FFFFFF;
text-decoration: none;
}

A.dark:hover {
color: #FF9966;
text-decoration: none;
}
```

This will give you white links with an orange mouseover. To apply it to individual links you'll need to add the class like this:

```
<a class="dark" href="mylink.html">link text</a>
```

To change text size or color between <TD> or <P> tags you might have something like this:

```
TD.smaller {
font-size: 11px;
font-family : Verdana;
color : #CC0000;
}

P.smaller {
font-size: 11px;
font-family : Verdana;
color : #CC0000;
}
```

This will give you red 11 pixel size text when you add a class like this for a paragraph:

```
<p class="smaller">
```

...or for the cell

```
<td class="smaller">
```

Editing the category layout

In version 4.1.0 we added the possibilty of showing the categories in multiple columns rather than in one vertical list. As people will want to align the text and images in different formats, we added CSS classes to make the modifications as simple as possible.

The first thing you will want to do is set up the category format that best suits your site, this involves adding a parameter to your vsadmin/includes.asp or vsadmin/icludes.php files, depending on your version.

Next thing to do is open your CSS file, this is found in the root of your store and is typically called style.css or stylesheet.css

Copy and paste these lines into the CSS file:

```
P.catname {
text-align: center;
margin-top: 0px;
margin-bottom: 4px;
vertical-align:top;
text-align: center;
}

P.catdesc {
margin-top: 0px;
margin-bottom: 4px;
vertical-align:top;
}

IMG.catimage {
border:1px;
border-thickness: 1px;
border-color: #000;
border-style: solid;
vertical-align:top;
}

TD.catimage {
vertical-align:top;
}

TD.catname {
vertical-align:top;
text-align: center;
}

TD.catnavigation {
vertical-align:middle;
text-align: left;
}
```

The classes explained

P.catname: The alignment of the category name
P.catdesc: The alignment of the category description

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IMG.catimage: The properties of the category image
TD.catimage: The alignment of the category image
TD.catname: The alignment of the category name
TD:catnavigation: the alignment of the top category navigation

Some examples

Using the settings as listed above would show the category page as in the example here:

Home » Printers and Scanners » All Products
View all products in all categories.
Scanners.
RGB color scanners and scanner based systems for everything from digital snaps to professional prints.
Printers.
Inkjet and laser printers for the very best in home and small office printing systems.
Digital camera.
Great digital camera for all your imaging needs.
Printer paper.
Top quality paper for your printer, office and home use.

If you would like the titles and text left aligned and without an image border, the CSS would need to be changed like this:

```
P.catname {
text-align: center;
margin-top: 0px;
margin-bottom: 4px;
vertical-align:top;
text-align: left;
}

P.catdesc {
margin-top: 0px;
margin-bottom: 4px;
vertical-align:top;
}

IMG.catimage {
border:0px;
border-thickness: 1px;
border-color: #000;
border-style: solid;
vertical-align:top;
}
```

```
TD.catimage {
vertical-align:top;
}

TD.catname {
vertical-align:top;
text-align: left;
}

TD.catnavigation {
vertical-align:middle;
text-align: left;
}
```

...and the layout would look like this:

Home » Printers and Scanners » All Products
View all products in all categories.
Scanners.
RGB color scanners and scanner based systems for everything from digital snaps to professional prints.
Printers.
Inkjet and laser printers for the very best in home and small office printing systems.
Digital camera.
Great digital camera for all your imaging needs.
Printer paper.
Top quality paper for your printer, office and home use.

To move the top navigation to the right, change

```
TD.catnavigation {
vertical-align:middle;
text-align: left;
}
```

to

```
TD.catnavigation {
vertical-align:middle;
text-align: right;
}
```

The best thing is to play around with the settings until you find the one that best suits your site. You can always come back here to get the default settings if you run into difficulty.

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Editing the mini cart and mini login

There are two CSS classes that can be used in conjunction with the mini cart and mini login. If you purchased a template with the mini cart incorporated then these classes should already be present in style.css, if not you can add these (Please note the class is called mincart, not minicart:

```
TD.mincart {
font-size: 10px;
font-family : Verdana;
}

P.mincart {
font-size: 10px;
font-family : Verdana;
}
```

This will make the text size 10px and the font Verdana.

Editing the price color

In version 4.1.6 we added the possibilty of changing the color of the price from the style sheet. All you need to do is add the following to style.css, this example would make the price show as red:

```
SPAN.price {
COLOR: #FF0000;
}
```

Editing the product options properties

In version 4.2.0 we added the possibilty of changing the format of the product options from the style sheet. All you need to do is add the following to style.css, this example would make the text show as red with Verdana 11px font:

```
SELECT.prodoption {
font-size: 11px;
font-family : Verdana;
color : #FF0000;
}
```

If you are using stock management with the product options, introduced in version 4.4.0, it's possible to "grey out" the options which are no longer in stock by adding the following to your main style.css file

```
OPTION.oostock {
color : #A0A0A0;
```

```
}
```

If you want to edit the text that introduces the product option then you need these classes (Version 5.2.2 required)

```
SPAN.prodoption {
font-size: 11px;
font-family : Verdana;
color : #FF0000;
}

SPAN.detailoption {
font-size: 11px;
font-family : Verdana;
color : #FF0000;
}
```

Editing the top product navigation

In version 4.6.0 we added the possibilty of changing the format of the top product navigation eg. Home >> Product from the style sheet. All you need to do is add the following to style.css, this example would make the text show as red with Verdana 11px font:

```
td.prodnavigation {
font-size: 11px;
font-family : Verdana;
color : #A0A0A0;
}

P.prodnavigation {
font-size: 11px;
font-family : Verdana;
color : #A0A0A0;
}
```

Editing the table backgrounds

Version 4.7.0 allows you to set the table and cell background properties in the files search / tracking / order status / checkout via CSS classes.

The new classes are:
TABLE.cobtbl for the table.
TD.cobhl for the cell highlights
TD.cobll for the cell lowlights

For example the following addition to your style.css file would give you a search table looking like this:

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```
TABLE.cobtbl{
background-color: #FF0000;
}

TD.cobhl{
background-color: #FFC42B;
}

TD.cobll{
background-color: #FFF7B8;
color : #666666;
}
```

Editing the page numbers

In version 4.7.0 we added the possibilty of changing the format of the page numbers from the style sheet. All you need to do is add the following to style.css, this example would make the page numbers show as Verdana size 12:

```
P.pagenums {
font-size: 12px;
font-family : Verdana;
}
```

In version 5.1 you can also change the appearance of the page number currently being viewed for example

```
SPAN.currpage {
color: #FF0000;
font-weight: bold;
}
```

...would show a page number bold and in red like this:

Editing the currency format

In version 4.7.0 we also included the possibility of changing the format of the alternative currencies. All you need to do is add the following to style.css, this example would make the currencies show in Verdana, size 10 and gray:

```
SPAN.extracurr {
font-size: 10px;
font-family : Verdana;
color: 666666
}
```

In version 4.9.0 we added some new classes which are specific to the product detail page:

div.detailid: The properties of the text "Product ID"
div.detailname: The properties of the product name on the product detail page
div.detaildiscounts: The properties of the discounts text for the product detail page
td.detailimage: The alignment of the product image on the product detail page
img.prodimage: The properties of the product image
div.detaildescription: The properties of the text in the long product description
div.detailoptions: The properties of the product options on the product detail page
div.detailprice: The properties of the price on the product detail page
div.detailcurrency: The properties of the alternative currencies on the product detail page

The product page

In version 4.9.0 we added some new classes which are specific to the product page:

div.prodid: The properties of the text "Product ID"
div.prodname: The properties of the product name on the product page
div.proddiscounts: The properties of the discounts text for the product page
td.prodimage: The alignment of the product image on the product page
img.prodimage: The properties of the product image
div.proddescription: The properties of the text in the short product description
div.prodoptions: The properties of the product options on the product page
div.prodprice: The properties of the price on the product page
div.prodcurrency: The properties of the alternative currencies on the product page

Editing the number of items in stock message
In version 5.0.0 we added the ability to show the number of items in stock in the products page. This is the class that governs the look of the entry.

```
div.prodinstock {
font-size: 10px;
```


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font-family : Verdana;
color: 666666
}

Editing the productbody3 display

In version 5.0.0 we added a new product layout, which by default should look something like this

ID	Name	Price	Quantity	Purchase
pc002	#1 PC multimedia package	$50.00	1	buy
pc001	#1 PC multimedia package	$1,200.00	1	buy
testproduct	Cheap Test Product	$0.01	1	buy
scanner001	Flatbed scanner	$89.00	1	buy
inkjet001	Inkjet Printer	$0.00	1	buy
lprinter001	Laser Printer	$499.00	1	buy

The set up of this layout requires the productbody3 setting in includes.asp or includes.php

These are the classes associated with the display

table.cpd - outer table background color which forms the outlines of the cells
td.cpdll - cell background
td.cpdhl - header background
div.cpdhlid - product id header
div.cpdhlimage - product image header
div.cpdhlname - product name header
div.cpdhldescription - product description header
div.cpdhldiscounts - discounts header
div.cpdhllistprice - list price header
div.cpdhlprice - price header
div.cpdhlpriceinctax - price including tax header
div.cpdhlinstock - number in stock header
div.cpdhloptions - product options header
div.cpdhlquantity - quantity box header
div.cpdhlbuy - buy button header
div.prod3id - product id properties
div.prod3name - product name properties
div.prod3discounts - discounts porperties
div.prod3description - product description properties
div.prod3listprice - list price properties
div.prod3price - price properties
div.prod3pricetaxinc - price including tax properties

div.prod3instock - number in stock properties
div.prod3quant - quantity box properties
div.prod3buy - buy button properties

For example to have a table looking like this

ID	Name	Price	Quantity	Purchase
pc002	#1 PC multimedia package	$50.00	1	buy
pc001	#1 PC multimedia package	$1,200.00	1	buy
testproduct	Cheap Test Product	$0.01	1	buy
scanner001	Flatbed scanner	$89.00	1	buy
inkjet001	Inkjet Printer	$0.00	1	buy
lprinter001	Laser Printer	$499.00	1	buy

You would need to add this to style.css

```
.cpd {
background : #FFCC00;
}

.cpdll {
background : #000;
color: #F0F0F0;
}

.cpdhl {
background : #666;
color: #F0F0F0;
font-weight: bold;
}
```

Editing the list price display

In version 5.1.3 we added the possibility of editing the list price display, typically people would want to center the text like this:

```
div.listprice {
text-align: center;
}
```

Please note that the strikethrough and font color are set in vsadmin/inc/languagefile.asp / .php

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DHTML Menus

Some of the templates use DHTML drop down or pop-out menus. In Frontpage these will be include files, found in the Includes folder – In Dreamweaver they form part of the .dwt template files and In GoLive they will be set up as a component. The link colors are set in the .css file. Like any script these won't show up in design view and when previewing them in a browser they will not show correctly as they are dependent on the database connection. Once published to a server they should show correctly.

If your site has a hierarchy of folders and subfolders it's best to make all links relative to the root like this: /folder/subfolder/page.asp

NOTE
Please note that a new version of the pop-out menu was made available in June 2006. A default delay is now set automatically, but you can also change this with for instance...
mymenu.setdelay(800)
...setting the delay time in milliseconds.
Also, you can set a rollover color for the menu cells with for instance...
mymenu.mainmenucolorov("#E0E0FF")
mymenu.submenucolorov("#E0E0FF")
Those who have products with a menu will automatically get an updated version when you get the updaters.

How the hierarchy works
The top level of links ie. the ones that show on the menu with no interaction are set up with the code looking like this:

```
mymenu.addMenu("help","HELP", "help.asp")
mymenu.addMenu("affiliates","AFFILIATES", "affiliate.asp")
mymenu.addMenu("search","SEARCH", "search.asp")
mymenu.addMenu("checkout","CHECKOUT", "cart.asp")
```

help – this is the id of your menu option
HELP – the text displayed on your menu
help.asp – the link

So before you can have pop-outs it's necessary to set a main top option, in the example above with the id help

The code for the first pop-out level from the HELP link would look like this

```
mymenu.addSubMenu("help", "faq", "FAQ", "#")
```

help - this is the parent id defined above

faq – this is the id for the next pop-out
FAQ – the text that appears on the menu
- this is a null link, meaning that if clicked the user won't go to a new page, often you would place a real link like faq.asp here

For a second level popout

mymenu.addSubMenu("faq", "", "COMPATIBILITY", "compatibility.asp")

The faq refers to the id we set up previously and because there will be no further pop-outs the next space can be left blank with ""

You can have as many levels of pop-outs as you need.

How to open a link in a new window
If you want to make the link open in a new window, look at this example:
mymenu.addSubMenu("examples", "", "virtual blue", 'http://www.ecommercetemplates.com/dwpopoublue/" target="_blank')
Be careful with the punctuation here

How to get a text rollover effect if a section name is not a link
Sometimes it is not necessary to have a section linked, but the section has a number of pop-outs - to keep things tidy instead of having mymenu.addMenu("main","main", "main.htm") where the link is to main.htm, you can change it to mymenu.addMenu("main","main", "#") so you maintain the link color but are not taken anywhere in case anyone tries to click.

How to get rid of the default help links and corresponding pop-outs
Heres an example but the theory is the same for all the templates using the DHTML menu.

First delete this line:

mymenu.addMenu("help","HELP", "help.asp")

and then all the pop-outs that it spawns, which will be:

mymenu.addSubMenu("help", "faq", "FAQ", "#")
mymenu.addSubMenu("help", "tutorials", "TUTORIALS", "#")

mymenu.addSubMenu("faq", "", "COMPATIBILITY", "#")
mymenu.addSubMenu("faq", "", "DHTML MENUS", "#")
mymenu.addSubMenu("faq", "", "DHTML MENUS", "#")
mymenu.addSubMenu("faq", "", "GRAPHICS", "#")
mymenu.addSubMenu("faq", "", "LICENSE", "#")

mymenu.addSubMenu("tutorials", "", "TEMPLATE SET UP", "#")
mymenu.addSubMenu("tutorials", "", "INCLUDE PAGES", "#")

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```
mymenu.addSubMenu("tutorials", "navigation", "NAVIGATION", "#")

mymenu.addSubMenu("navigation", "", "FP NAVIGATION", "#")
mymenu.addSubMenu("navigation", "", "DW NAVIGATION", "#")
mymenu.addSubMenu("navigation", "", "GL NAVIGATION", "#")
```

How to set up categories and products manually

By default the menu generates the category and product links from the information passed on from the database. But deleting these two sets of lines will remove that functionality:

```
/* <%
        ' Please note, the following line of code is used to automatically create the links for the product sections If you do not want to use this feature, please delete this line of code in your Main.dwt template along with the corresponding section below.
%> */
mymenu.addMenu("products","O PRODUCTS", "categories.asp")

// Delete these 7 lines and the corresponding lines above if you
// don't want an automatically generated popout menu.
<% if false then %> </script> <% end if
menuprestr = "O "
menupoststr = "" %>
<!--#include file="../vsadmin/inc/incmenu.asp"-->
<% if false then %> <script language="JavaScript1.2"> <% end if %>
```

Important notes

Don’t use category id’s with spaces, keep them lowercase and with no strange characters

Make sure a main category id is set up before making a corresponding pop-out.

There must be at least one pop-out in the menu for it to function correctly.

There is nothing that needs editing in the .js file.

The .js file and clearpixel.gif must go in the root of your site.

Chapter 7
Advanced Tweaks

Introduction
How to skin the control panel
How to add a buy button to your home page
Adding HTML to your product descriptions
Adding thumbnail photos to your product detail page
Adding extra pictures to the product page
Cross selling
How to change text to graphics
How to add a search box to each of your pages
Minimum and maximum price search
Customer defined product sort order
Advanced parameters and tweaks (ASP version)
Advanced parameters and tweaks (PHP version)

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Introduction

This chapter deals with some of the more advanced tweaking you can employ in the ecommerce templates to get even more functionality out of your store.

Most of the ideas outlined below require a degree of confidence in editing code but if you make a backup of your page/site first, it can also prove to be a good learning tool.

How to skin the control panel.

Version 4.8.0 saw the introduction of the CSS based skinable control panel.

The design itself is 100% CSS based and XHTML transitional compliant, work on the code behind the admin is ongoing.

Apart from speeding up download times the admin section is now skinable, allowing for simple changes in colors and graphics.

We have some instructions below to help you change things around.

The Stylesheet

The stylesheet that governs the layout and colors can be found in your vsadmin folder and is called adminstyle.css. You will see that we have added comments to the file so you can see how the various sections are set up.

Before making any changes we strongly suggest making a back up of adminstyle.css so you can always go back to the original. We would also suggest not making any changes at all if you are not confident editing CSS.

Changing the backgrounds

The main background color is set to light blue #E6E9F5 and can be changed here:
background: #E6E9F5;
The main body is white, although it's probably best to keep it that way it can be changed under #main:
background: #FFF;
The header section is set at #BFC9E0:
background:#BFC9E0;

There is also a background image associated with the header which gives the rounded effect at the top of the header:
background-image: url('adminimages/newtoptopbg.jpg');

Changing the table borders

By default there is a dotted line around the table borders:
border: 1px dotted #194C7F;
Other options are dashed, solid, double**...**

Other CSS changes

Most of the other changes that can be made relate to the color of the input boxes, alternate cell colors, text and links. These should be self explanatory.

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NB

We strongly suggest not making any differences to the absolute positioning of elements and remember to preview the admin section in different browsers at different resolutions

Changing the graphics

The images associated with the control panel can be found in the folder /adminimages/ and we would suggest keeping the same dimensions

Logo:

adminimages/ecommerce_templates.gif" width="278" height="53"

Left hand menu titles:

adminimages/administration.jpg" width="150" height="31"

adminimages/product_admin.jpg" width="150" height="31"

adminimages/shipping_admin.jpg" width="150" height="31"

adminimages/extras.jpg" width="150" height="31"

Horizontal line graphic between menu items:

adminimages/hr.gif

Observations

That should give you the basics for skinning the control panel but do check in different browsers and at different resolutions. Do make a back up of the original files before starting but if things become irreparable then get the latest updater and replace the stylesheet and images from the original.

How to add a buy button to your home page.

This is pretty simple, and of course your buy button can be added to other pages, it doesn't have to be the home page.

The first thing you need to do is to get the products on your store as you will need to copy and paste some code.

Where you need the button to appear place this code:

```
<form method="post" action="cart.asp">
<input type="hidden" name="id" value="XXXXXX">
<input type="hidden" name="mode" value="add">
<input type="image" src="images/buy.gif" border="0">
</form>
```

Where xxxxxx is the id of your product.

For the PHP version, change cart.asp to cart.php

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Adding HTML to product descriptions

This is a great way of formatting your product pages and product detail pages, sometimes simply spacing out text rather than using blocks can make reading the information much easier. You can use any valid HTML in the product description field. Here are some examples:

To make a double space between lines, put them between opening and closing tags

To add colour to your text put them between font tags like this This is red text

This is **Bold text**

Here's an example of adding an image to the description, for example you might want to add a heading for "special offers" or add extra product photos.

<img src="images/specialoffers.gif" width="350" height="30">

Or you might want to link to another page, manufacturer's site or wherever:

Another Page

Another Site

Also check out the CSS help file for CSS classes that can be used in the product description field. You can also use the tinymce plug-in available from www.ecommercetemplates.com/free_downloads.asp

Adding thumbnail photos to your product detail page with JavaScript pop-ups.

Taking this last point a little further, a lot of products might require more than one photo in the product detail page, a great way to do this would be to provide thumbnail photos that link to larger pop-up windows. The first thing to do is to set up a page with your large photo page, we'll call it largephoto.htm, save it and you're ready to set up your script. There are two parts to the script, first of all copy this line into Notepad and copy/paste into your proddetail.asp/php page before the closing </HEAD> tag:

```
<SCRIPT LANGUAGE="JavaScript">
<!--
function launch(url, windname,x,y) {
self.name = "opener";
remote = open(url, windname, "width="+x+",height="+y);
}
// -->
</SCRIPT>
```

NB In Dreamweaver this will have to go into your editable title tag

In the product detail field you'll need this code:

```
 <a href="javascript:launch('largephoto.htm','mywinname',400,540)"><img
src="images/largephoto.gif" width="100" height="135" border="0"></a>
```

This will give you a pop-up link to the largephoto.htm page you created with a width of 400 pixels and a height of 540. These can be edited to fit the size of your photo.

If you want to add a "close this window" link on your largephoto.htm page the code would be:

```
<a href=""onClick="window.close()">Close this Window</a>
```


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Adding extra pictures to your product page

By default you can have one product picture and one product detail picture. It is possible to add HTML to your product description or merge the pictures in your graphics program to make one graphic from several. Alternatively you can add a little code to the product picture field.

Normally the path to your image would be /prodimages/graphic.jpg but if you wanted to add 2 graphics then you would place:

/prodimages/graphic1.jpg">
<img src="/prodimages/graphic2.jpg

That would place one graphic under another, remove the <br/> if they are to go side by side or add an extra <br/> for greater vertical spacing.

Cross Selling

In Version 5.1.0 we introduced the cross selling feature. This allows you to show recommended, best selling and related products as well as the items also purchased by previous customers on the cart page. This feature is particularly useful for upselling products and is extremely flexible and configurable.

ASP Version

Initial set up

The first thing you will need to do is open the file cart.asp and find the line

<!--#include file="vsadmin/inc/inccart.asp"-->

...and just after that add the line

<!--#include file="vsadmin/inc/inccrosssell.asp"-->

Save cart.asp

Now you need to define the features you want to appear on the cart page so open includes.asp and add this to the list

crosssellaction="recommended,related,alsobought,bestsellers"

This will show the four features in the order shown there. If for example you only wanted to show bestsellers and related products in that order then you would change the line to

crosssellaction="bestsellers,related"

Save the file includes.asp and then you can start configuring the four features.

PHP version

Initial set up

The first thing you will need to do is open the file cart.php and find the line

<?php include "vsadmin/inc/inccart.php" ?>

...and just after that add the line

<?php include "vsadmin/inc/inccrosssell.php" ?>

Save cart.php

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Now you need to define the features you want to appear on the cart page so open includes.php and add this to the list

$crosssellaction='recommended,related,alsobought,bestsellers';

This will show the four features in the order shown there. If for example you only wanted to show bestsellers and related products in that order then you would change the line to

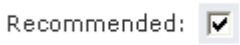
$crosssellaction='bestsellers,related';

Save the file includes.php and then you can start configuring the four features.

Configuring recommended products

This will add a row of recommended products that you have chosen from your inventory to display on the cart page once any item has been added to cart. The number of recommended products you choose to show is completely up to as each one you check in the products admin page will appear here.

To configure a recommended product, in your Ecommerce Template control panel click on products admin and then click "Modify" for the product you want to show as recommended. At the bottom of the page there is a checkbox like this:

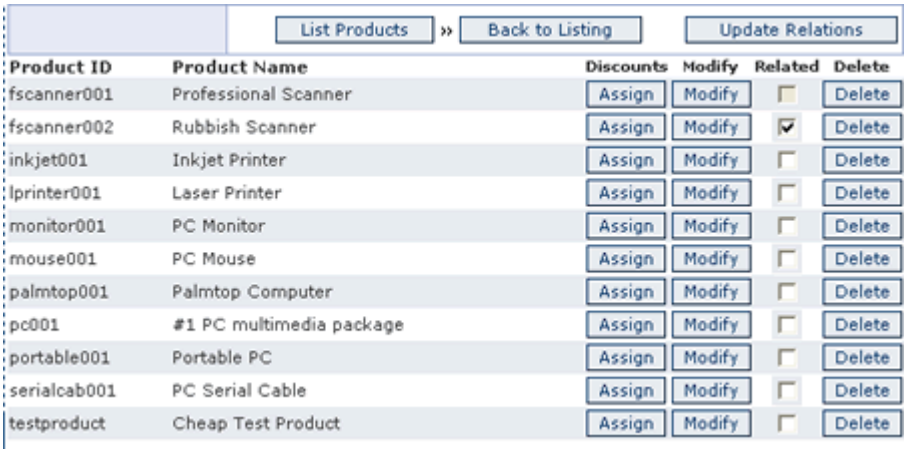


Check the box if you want it to appear as a recommended product when any other product is added to the cart.

Configuring related products

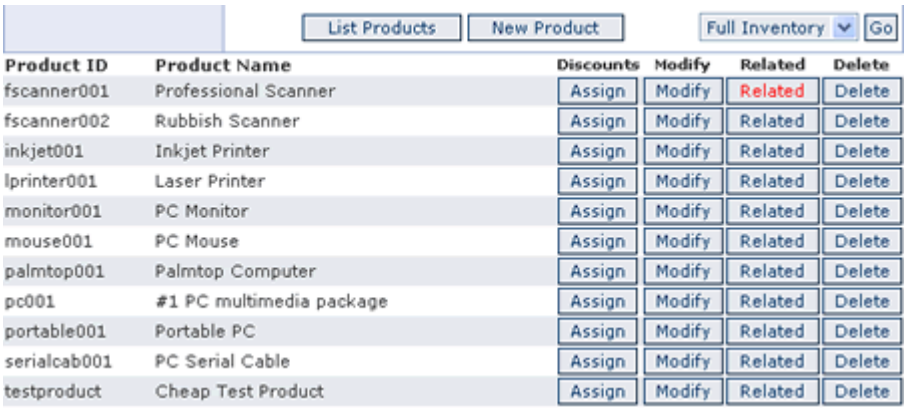
Related products are ones that you configure through the product admin page. They will typically be products that customers who have added a similar / complimentary item to cart would be interested in. That may be something like batteries for an electronic device, a superior model to the one already in the cart or simply an extra item that you think would be of interest to somebody who is planning on purchasing. Each related product will be displayed in rows below the cart.

In your Ecommerce Template control panel click on products admin and then for the product you want to create relations for click on the "related" button. If this is the first time you are setting up a relation then you will see a message there are no related product so then click on "List Products" and you should see a screen like this where you can select the product which can be related to the item you have selected.



Product ID	Product Name	Discounts	Modify	Related	Delete
fscanner001	Professional Scanner	Assign	Modify		Delete
fscanner002	Rubbish Scanner	Assign	Modify	☑	Delete
inkjet001	Inkjet Printer	Assign	Modify		Delete
lprinter001	Laser Printer	Assign	Modify		Delete
monitor001	PC Monitor	Assign	Modify		Delete
mouse001	PC Mouse	Assign	Modify		Delete
palmtop001	Palmtop Computer	Assign	Modify		Delete
pc001	#1 PC multimedia package	Assign	Modify		Delete
portable001	Portable PC	Assign	Modify		Delete
serialcab001	PC Serial Cable	Assign	Modify		Delete
testproduct	Cheap Test Product	Assign	Modify		Delete

Check the boxes which you want to relate to the original product and then click on "Update Relations". Now click on "Back to Listing" and the "Related" button should now show with red text to indicate that it has related products configured.



Product ID	Product Name	Discounts	Modify	Related	Delete
fscanner001	Professional Scanner	Assign	Modify	Related	Delete
fscanner002	Rubbish Scanner	Assign	Modify	Related	Delete
inkjet001	Inkjet Printer	Assign	Modify	Related	Delete
lprinter001	Laser Printer	Assign	Modify	Related	Delete
monitor001	PC Monitor	Assign	Modify	Related	Delete
mouse001	PC Mouse	Assign	Modify	Related	Delete
palmtop001	Palmtop Computer	Assign	Modify	Related	Delete
pc001	#1 PC multimedia package	Assign	Modify	Related	Delete
portable001	Portable PC	Assign	Modify	Related	Delete
serialcab001	PC Serial Cable	Assign	Modify	Related	Delete
testproduct	Cheap Test Product	Assign	Modify	Related	Delete

Now when somebody adds the product to cart (the Professional scanner in the example above), products you have configured as related will be shown on the cart page.

Configuring also bought products

This handy feature will show products that were bought by previous customers in conjunction with the item(s) already added to the cart.

There is no configuration necessary for this feature as any products previously purchased by customers who also bought the item added to the cart will be shown on the cart page.

Configuring best selling products

These are simply the best selling items in your inventory.

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There is no configuration necessary for this feature as the best selling products are dynamically pulled from the database and will be shown on the cart page.

Tweaking the display (ASP Version)

Now the features have been set, you will probably want to tweak how they show on your cart page. Open the files includes.asp and add the parameters below depending on the display you require...

csnobuyorcheckout=TRUE
This will remove the buy and checkout buttons from the display

csnoshowdiscounts=TRUE
This will remove the red discount text from the display

csnoproductoptions=TRUE
This will remove the product options from the display

You can also tweak the CSS if you need to make changes that are specific to the layout here and not effect the main product page display. The easiest way to do this is with an inline style, which can be added just before the cart include line like this for example

```
<style type="text/css">
.prodname,.prodprice,.prodcurrency {
text-align:center;
}
< /style>
<!--#include file="vsadmin/inc/inccart.asp"-->
```

This would center the product name, price and currency display even if on your main products page they were left aligned for example.

Tweaking the display (PHP Version)

Now the features have been set, you will probably want to tweak how they show on your cart page. Open the files includes.php and add the parameters below depending on the display you require...

$csnobuyorcheckout=TRUE;
This will remove the buy and checkout buttons from the display

$csnoshowdiscounts=TRUE;
This will remove the red discount text from the display

$csnoproductoptions=TRUE;
This will remove the product options from the display

You can also tweak the CSS if you need to make changes that are specific to the layout here and not effect the main product page display. The easiest way to do this is with an inline style, which can be added just before the cart include line like this for example

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<style type="text/css">
.prodname,.prodprice,.prodcurrency {
text-align:center;
}
< /style>
<?php include "vsadmin/inc/inccart.php" ?>
```

This would center the product name, price and currency display even if on your main products page they were left aligned for example.

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How to change text to graphics.

All the default text that is generated by the store can be edited in file /vsadmin/inc/languagefile.asp or .php so here for example you could change the word “Details” on your product page to “More details” by editing this line for the ASP version xxPrDets="Details" and changing it to xxPrDets="More Details". For the PHP version it’s similar but the line looks like this $xxPrDets="Details";

It’s possible to take this a step further by changing the text “Details” to a graphic and adding a bit of “spice” to your page – all you need to do is add a line of code and make the graphic. So once you have a graphic and saved it in your images folder you can open up the languagefile page and modify a line of code:

ASP version
xxPrDets="Details" should be changed to: xxPrDets="<img src=””/images/details.gif”” border=””0””>"

PHP version
$xxPrDets="<img src=\"/images/details.gif\" border=\"0\">";

This of course applies to any of the store generated language but it’s advisable not to go overboard on adding graphics everywhere just for the sake of it. Make sure you pay particular attention to the syntax required. Again make a backup of the languagefile page before trying out any tweaks of code.

How to add a search box to each of your pages

As well as the all signing, all dancing search page, you may want to have just a little search box in the left or right navigation column, or at the top of every page for instance. You can do this by copying and pasting the following code.

```
<form method="POST" action="search.asp">
<input type="hidden" name="posted" value="1"/>
<input type="text" name="stext" size="16"/><br/>
<input type="submit" name="Search"/>
</form>
```

If you want to include your own graphic (search.gif) for the search button them change

```
<input type="submit" name="Search"/>
```

to

```
<input type="image" name="Submit" src="images/search.gif" border="0"/>
```

This is the most basic search, searching for "All Words" in all categories. But you could also use any of the parameters outlined in the tweak below as hidden fields to create a really powerful custom search or to search specific categories.

Minimum and Maximum Price Search

Version 4.8.4 saw the introduction of the minimum price parameter, which now means it is possible to search by price ranges, either by simple links or from a drop down menu. The code below uses the Dreamweaver Jump Menu - Dreamweaver > Forms > Jump menu but the code can be copied into other HTML editors.

Place this code before the closing </HEAD> tag

```
<script language="JavaScript" type="text/JavaScript">
<!--
function MM_jumpMenu(targ,selObj,restore){ //v3.0
 eval(targ+".location='"+selObj.options[selObj.selectedIndex].value+"'");
  if (restore) selObj.selectedIndex=0;
}
//-->
</script>
```

Place this where you want the drop down menu to appear:

```
<form name="form1">
```


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```
  <select name="menu1" onChange="MM_jumpMenu('parent',this,0)">
<option value="#" selected>Please select</option>
<option
value="search.php?pg=1&sminprice=0&sprice=10&nobox=true">under
  10
  <option
value="search.php?pg=1&sminprice=10&sprice=100&nobox=true">10
- 100
  <option
value="search.php?pg=1&sminprice=101&sprice=200&nobox=true">1
01 - 200
  </select></form>
```

That will give a drop down menu with the options of searching ranges of

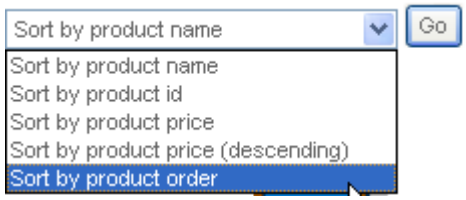
Under 10
10 - 100
100 - 200

Change search.php to search.asp for the ASP version.

If you want to set up a simple link then to search products priced between 100 and 200 you would need something like this:
100 - 200

Customer defined product sort order

From Version 5.1 it is possible to provide your customer the choice of sorting the products on your products page with a drop down box that will appear like this on products.asp / .php



For the ASP version add this code somewhere before the products include line in products.asp

```
<form method="POST" action="">
<%
if session("sortby")<>"" then thesortorder=int(session("sortby"))
if request.form("sortby")<>"" then thesortorder=int(request.form("sortby"))
%>
<select name="sortby" size="1">
```

```
<option value="1"<% if thesortorder=1 then response.write "
selected"%>>Sort by product name</option>
<option value="2"<% if thesortorder=2 then response.write "
selected"%>>Sort by product id</option>
<option value="3"<% if thesortorder=3 then response.write "
selected"%>>Sort by product price</option>
<option value="4"<% if thesortorder=4 then response.write "
selected"%>>Sort by product price (descending)</option>
<option value="5"<% if thesortorder=5 then response.write "
selected"%>>Sort by product order</option>
</select>
<input type="submit" value="Go">
</form>
```

For the PHP version add this code somewhere before the products include line in products.php

```
<form method="POST" action="">
<?php
if(@$_SESSION['sortby'] != '') $thesortorder=(int)$_SESSION['sortby'];
if(@$_POST['sortby']!='') $thesortorder=(int)$_POST['sortby'];
?>
<select name="sortby" size="1">
<option value="1"<?php if(@$thesortorder==1) print ' selected'?>>Sort by
product name</option>
<option value="2"<?php if(@$thesortorder==2) print ' selected'?>>Sort by
product id</option>
<option value="3"<?php if(@$thesortorder==3) print ' selected'?>>Sort by
product price</option>
<option value="4"<?php if(@$thesortorder==4) print ' selected'?>>Sort by
product price (descending)</option>
<option value="5"<?php if(@$thesortorder==5) print ' selected'?>>Sort by
product order</option>
</select>
<input type="submit" value="Go">
</form>
```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Advanced parameters (ASP version)

In the folder vsadmin there's a file called includes.asp - this is where you can specify some important options regarding mail, shipping, tax, and the display options for your product pages. Below is a guide to preparing the set up that best suits your needs. If you are updating your store from a previous version, you will need to add the variables below to the page includes.asp. For example if you don't have the line expireaffiliate=30 you will need to add it to the list. The order of the list is not important.

Contents

Email Options	Layout Options	Payment Options
· Email a friend	· Product listings	· Setting the path to your SSL
· HTML emails	· Product layout options	· Disabling SSL
· Email orders	· Continue shopping link	· Encryption
· Email headers and footers	· Category layout options	· Dump credit card numbers
· Order status email	· DHTML menu	· Force form submission
· Order tracking	· Product separation	· Authorize.net
	· Product detail static page	· Capture card order status
		· Force CVV credit card code
		· 2Checkout
Shipping / Tax Options	**Display Options**	**Affiliate Options**
· Adding tax to shipping	· Product page display numbers	· Affiliates cookie
· Removing the shipping address	· Removing buy and checkout buttons	· Affiliates commission
· Will pick up option	· Remove top navigation	
· Show tax inclusive prices	· Terms and Conditions	
· UPS options	· Quantity boxes	
· Commercial location	· Zero price message	
· Shipping insurance	· Show product id	
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· Canadian tax	· Extra checkout fields	
· Per payment provider handling charge	· Forcing minimum purchase amount	
· Split heavy packages	· Alternative currency format	
· Canada Post	· Product detail link	
· Per product tax rate	· Hide product option price	
· Shipping estimator	· Remove category ID	
· Shipping carriers switch	· Show products in stock	
· Combine shipping and handling	· Optional zip (postal) code	
· Shipping tracking	· Cross selling	
· FedEx discounts	· Force product detail link	
	· Limit product description	
Discount Options	**Customer Login**	**Admin Tweaks**
· Remove discount / coupon feature	· Enable customer login	· SQL Server
· Hide discount / coupon text	· Wholesale pricing	· Currency formats
	· Forwarding page	· Adjust date
		· Character sets
		· Multiple languages
		· Save admin settings
		· IP blocking
		· Admin login

		· Our ESolutions Quickbooks
		· Product admin HTML editor
		· State abbreviations

Product listings (Minimum version 1.3.7)

You can now choose how to sort your product listings - you can do this alphabetically, by id or by price. There are four options:

1 = sorting the products alphabetically
2 = sorting the products by id
3 = sorting the products by price (cheapest first)
4 = sorting the products by price (most expensive first)
So for example if you wanted to list your products alphabetically you would choose this option:
sortBy = 1 or by product id like this sortBy = 2

sortBy=6
(Minimum version 5.1.0)
This will sort the products in ascending order depending on the value added to the "Product Order" box in the product admin page.
sortBy=7
(Minimum version 5.1.0)
This will sort the products in descending order depending on the value added to the "Product Order" box in the product admin page.

Setting the path to your SSL (Minimum version 1.3.7)

If you are using a payment provider that requires SSL then what the system is going to look by default is your website URL on an HTTPS connection, ie https://www.yoursite.com/cart.asp
If you have shared ssl space which requires a different url, or if you want to override the switch to SSL for testing purposes then you can override it like this:

pathtossl = "https://www.yourhostssl.com/yourdir/"
. . . or . . .
pathtossl = "http://www.yoursite.com/"
. . . to keep it on http and not go to https

Product page display numbers (Minimum version 1.3.7)

To display the product page number links at the top of the page as well as the bottom set pagebarattop=1

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Disabling SSL (Minimum version 3.5.4)

Setting nocheckssslserver=TRUE will disable the checking with capture card and other payment systems that require an SSL server that check you are on an SSL connection.

IMPORTANT NOTE:
This should not be set unless you are most certainly sure that you are on HTTPS when viewing the credit card details. Our check for SSL can be fooled the way some servers set up their shared SSL certs so all this switch does is remove the warning in this case. It should **NOT** be used to enable yourself to view CC details on a non-SSL connection.

Adding tax to shipping (Minimum version 3.5.9)

If you need to add tax to shipping you'll need to choose taxShipping=1 - if not leave it as it is ie. taxShipping=0

Setting taxShipping=2 will add the shipping tax to the state and country tax totals.

Shipping address (Minimum version 3.6.3)

Use:

noshipaddress=true

to cause a shipping address entry section not to be shown on the checkout page if set.

"Will pick up option" (Minimum version 4.1.0 - only for UPS / USPS / weight and price based shipping.)

Use:
willpickuptext="Will Pickup"
If you want to allow your customers the option of picking up their purchase from your physical location. The text here can be changed as necessary.

Use
willpickupcost=1.32
To set the cost of picking up from your location. Set to zero if there is no charge

Layout options (Minimum version 1.3.7)

In version 1.3.7 we have added the possibility for different layout formats for your products:

productcolumns=2

useproductbodyformat=1

usesearchbodyformat=1

usedetailbodyformat=1

usecategoryformat=1

allproductsimage=""

By setting useproductbody format to 2 like this useproductbodyformat=2 the products are displayed with the product options, price and buy button below the product image. When useproductbodyformat is set to 1 the product options, price and buy button are displayed to the right of the product image.

The reason we added this second layout is that it lends itself well to having more than one column of products. So, when using useproductbodyformat=2 the products will be displayed in the number of columns specified by productcolumns, such as

productcolumns=2

You can have as many as you like in theory, but just make sure they fit on your page.

Please note that with the useproductbodyformat set to 1 the productcolumns setting will be ignored.

To allow you to specify the search results independently of the general product display, you can set usesearchbodyformat to 1 or 2 in the same way.

There is also a second product detail format available now. Setting usedetailbodyformat=2 will display the product detail page with the image to the left of the product description, price, quantity and buy button.

If you need the category text and description to the right of the image choose usecategoryformat=2

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allproductsimage="" allows you to specify an image for "All Products" and the path can be inserted here.

usecategoryformat=1

useproductbodyformat=3 (Version 5.0.0 required)
This will be a "list" like layout, and you will be able to select the columns you wish to display by setting and customizing . . .
cpdcolumns="id,image,name,discounts,listprice,price,priceinctax,instock,options,quantity,buy"
. . . and the column headers like for instance . . .
cpdheaders="ID,Name,discounts,listprice,price,Inc. Tax,In Stock,Options,Quant, "

Email a friend (Minimum version 1.3.7)

You can now add the option of emailing a friend from your product detail page - this adds a link to a pop-up window with a form that you can fill out to forward the information regarding a product to a friend. If you wish to use this feature set the parameter like this useemailfriend=true - if you would like to disable the feature then you need useemailfriend=false

Removing store functions (Minimum version 2.0.0)

You can simply eliminate the buy and checkout buttons as well as the price for all products, this is done by choosing nobuyorcheckout=true and noprice=true.

Affiliates cookie (Minimum version 2.0.0)

By default the affiliate cookie stays active for 30 days, this means that if somebody clicks on an affiliate link and then comes back later to purchase as long as it's within 30 days, the sales will be accredited to the affiliate partner. If you need to change this then the value here expireaffiliate=30 will have to be modified.

Affiliates commission (Minimum version 4.5.0)

You can now set an affiliate percentage in the affiliates admin, and set a defaultcommission=12
to set a default commission for new affiliates

SQL server (Minimum version 2.0.0)

If you need to use SQL server rather than the Microsoft Access database then you will need to put sqlserver=true. Also make sure you change your connection string as suggested in the instructions. The majority of users however will be working from Access and won't need to use this option.

Discounts / coupons (Minimum version 3.0.0)

To remove the discount and coupon function choose nogiftcertificate=true.

Hide discount or coupon text (Minimum version 4.1.0)

To remove the discount and coupon text that appears on category and product pages
noshowdiscounts=true

Show tax inclusive prices (Minimum version 3.1.2)

To show tax inclusive prices on the products page use showtaxinclusive=true - the wording for the tax can be changed in vsadmin/inc/languagefile.asp.

UPS Options (Minimum version 3.5.0)

The way that you deliver your packages to UPS for delivery can affect the total cost of delivering the package. We have set the default as "Customer Counter", though you can change this by setting the following in your vsadmin/includes.asp file . . .

upspickuptype="03"

The code in quotes there would be taken from the following table...

01 - Daily Pickup
03 - Customer Counter
06 - One Time Pickup
07 - On Call Air
19 - Letter Center
20 - Air Service Center

Remember to enclose the code above in double quotes. Also, please note that these options are not exactly the same as you might find on the UPS web site but we hear that is something that UPS are working on...more information

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To add UPS shipping insurance based on the product value, but not ask the customer...
addshippinginsurance=1
To ask the customer if they would like shipping insurance on the checkout form...
addshippinginsurance=2

Commercial location (Minimum version 3.5.0)

Set commercialloc=true if you want to place a question and checkbox on checkout for shipping to a commercial location. This is automatically set for UPS but can be used for other shipping methods.

Currency formats (Minimum version 3.1.2)

Normally the currency is automatically set by your country settings, but sometimes servers don't seem to have locales installed, and some have special needs. These are the parameters available:

overridecurrency=TRUE
- Switches the currency overriding on

orcsymbol="US$"
- The currency symbol used on product pages.

orcemailsymbol="US$"
- The currency symbol used in emails. Normally the same, but can be handy if you wish to set your product page currency symbol to an HTML code like € or ¥ and then in the email set it to EURO or YEN

orcdecplaces=2
- How many decimal places your currency has.

orcpreamount=FALSE
- If you want to display the currency symbol before or after the amount.

orcurrencyisosymbol="USD"
- If you need to force the settlement in US Dollars even if you are selling from another country.

Encryption (Minimum version 3.5.0)

At the moment for using the "capture card method", credit card encryption can be used if ASPEncrypt is available on the server so the parameter will be encryptmethod="aspencrypt". If you do not want encryption, you have to

explicitly set encryptmethod="none". Remember that by doing so, you have to take extra care to make sure the database is secure and to delete the card numbers from the database as soon as they are processed. If you are unsure about your site security, it might be an idea to contact one of the developers here for consultation.

Top navigation (Minimum version 3.5.0)

If you need to remove the top navigation ie. home >> category >> product then set showcategories=false

Terms and Conditions (Minimum version 3.6.0)

If you need to make your customers agree to your terms and conditions on checkout, set termsandconditions=true
You will also need to create a page with your terms and conditions called termsandconditions.asp ...which will be shown in a 420 x 380 popup.

Quantity boxes (Minimum version 3.6.1)

Setting the following to TRUE will put up a quantity box on the products and the product details page (not available if using usedetailbodyformat=2):

showquantonproduct=FALSE
showquantondetail=FALSE

Zero price (Minimum version 3.6.3)

If you set this, for instance...

pricezeromessage="Price: Please call"

...then in the case where a price is set to zero, this message will be printed instead. If the pricezeromessage is not set then products with a zero price will be displayed as Price: $0.00 as usual.

Show product id (Minimum version 3.6.3)

showproductid=true

...will cause the product id to display on the product pages. The text "Product ID" is from the vsadmin/inc/languagefile.asp as xxPrId

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Hide product options (Minimum version 3.6.4)

noproductoptions=true

...this will hide all the product options on the products page.

Invoices / packing slips (Minimum version 3.6.6)

invoiceheader="<img src='images/logo.gif' border='0'>

"

...this will print your logo at the top of the invoice. Obviously you will need to upload the logo to your images folder and set the path / name correctly.

invoiceaddress="
EcommerceTemplates.com
My Address
MyTown, 90210
California

"

... this will print your address on the invoice. As you can see it is possible to use HTML for formatting.

invoicefooter="

Thank you for shopping with EcommerceTemplates.com"

..will print the footer information you need to include. Again HTML can be used for formatting

Dump credit card numbers (Minimum version 3.6.6)

dumpccnumber=true

...this will dump the credit card numbers to the .csv file. Note that if you are using ASPEncrypt this option will not be available as the numbers cannot be decrypted in a CSV file.

Continue shopping (Minimum version 3.6.6)

actionaftercart=1

...or not setting anything will mean that the continue shopping button will take the URL from the xxHomeURL from the vsadmin/inc/languagefile.asp which is the current default.

actionaftercart=2

...will make the cart "continue shopping" button return to the page you just came from when you are on the cart contents page.

actionaftercart=3

...when you add something to your cart, you will refresh immediately back to the products page you came from without going to the cart contents page.

actionaftercart=4 (Minimum version 4.9.9)

...will skip the page showing "The products have been added to your cart" when adding products to the cart.

cartrefreshseconds=2 (Minimum version 5.1.2)

... can be used to control the number of seconds that the message "The items has been added to your cart" is shown. If set to zero this will perform an HTTP redirect rather than a refresh.

Adjust date (Minimum version 3.6.6)

dateadjust=3

...would adjust the date the order status was updated by 3 hours.

dateadjust=-4

...would adjust it by minus 4 hours. This is so that if your server time is not the same as your local time then you can adjust for this.
NB
Version 4.6.3 allows for the date adjust in the admin section too rather than only in public view as before.

Shipping insurance (Minimum version 3.6.6)

Shipping insurance can now be added to more shipping types than just UPS shipping. If using UPS shipping, then adding

addshippinginsurance=1

to your includes.asp file will calculate shipping costs with insurance. If using UPS shipping then add

addshippinginsurance=2

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will ask the user if they would like shipping insurance, and if so add it to the shipping cost.

With shipping types other than UPS, you have to also set an amount, shipinsuranceamt
for instance...
shipinsuranceamt=5
If addshippinginsurance=1 then in this example 5% of the product price total will be added to the shipping cost for insurance.
If addshippinginsurance=2 then in this example 5% of the product price total will be added to the shipping cost for insurance IF the user checks the "yes I want shipping insurance" box on checkout.
If addshippinginsurance=-1 then in this example 5.00 (of your monetary units, say Dollars) will be added to the shipping cost for insurance.
If addshippinginsurance=-2 then in this example 5.00 (of your monetary units, say Dollars) will be added to the shipping cost for insurance IF the user checks the "yes I want shipping insurance" box on checkout. This method will not work with USPS shipping for which shipping insurance is not available.

HTML email (Minimum version 4.0.0)

Emails can be sent in HTML if you wish by adding the following switch:
htmlemails=true

Email orders (Minimum version 4.0.0)

If you need to set email orders as Unauthorized in your admin orders page, set
emailorderstatus=2

Category layout (Minimum version 4.1.0)

categorycolumns=1 - will give you a vertical list of categories in a single list
categorycolumns=2 - will show the categories in two columns
categorycolumns=3 - will show the categories in three columns
' catseparator="" - is required to use the new category set up - no changes are necessary here

Extra checkout fields (Minimum version 4.1.0)

It is possible to add two new fields to your cart checkout page. The company name field will go at the top of the checkout form and the additional field at the bottom. These can be moved by editing the vsadmin/inc/inccart.asp file - they can also be made obligatory.

extraorderfield1="Company Name" - adds a company name field to the top of your cart checkout page, the text can be edited here for other uses.
extraorderfield1required=true - will make this field obligatory, setting to false will make it optional
extraorderfield2="Another Field" - will add an additional field to the bottom of the cart checkout page, obviously the text will need editing here.
extraorderfield2required=true - will make this field obligatory, setting to false will make it optional

Extra address line on checkout (Minimum version 4.9.0)
To enable the use of an "Address Line 2" entry on the checkout form, use the following switch...
useaddressline2=TRUE

Extra shipping field on checkout (Minimum version 5.0.0)
To enable the use of an extra shipping field on checkout use the following switch...
extraorderfield3 = "Extra Ship Field"

Force form submission (Minimum version 4.1.3)

For payment processors where the credit card details are taken on an SSL connection on your site you can set the parameter:
forcesubmit=true
...which will submit the form by default in 5 seconds. If you want to change that 5 second interval you can set
forcesubmittimeout=5000
where the time is set in miliseconds, so the above example would result in a 5 second delay.

Enable customer login (Minimum version 4.2.0)

To enable the customer login box you will need to add the line (if it's not already present)
enableclientlogin=true

Wholesale pricing (Minimum version 4.6.0)

Wholesale prices can be set for product options. To do this add the parameter
wholesaleoptionpricediff=true

You can disable discounts for logged in customers with the wholesale attribute by adding the parameter
nowholesalediscounts=true

You can set a separate minimum wholesale purchase amount and message by setting the following
minwholesaleamount=23.00

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minwholesalemessage="Your message"

Email headers and footers (Minimum version 4.2.2)

This feature allows you to add email headers and footers to emails either for all payment systems, or depending on the payment system chosen.
If you want to add a header or footer to all emails then just add the following to your vsadmin/includes.asp file

emailheader="This is your email header"
emailfooter="This is your email footer"

If you want to add a header or footer only for a particular payment system then first go to your admin payment providers page. You will see that now the first column is the payment provider id. Take a note of the id of the payment provider you are interested in. Now if for instance you wanted to add a header or footer for the "Email" payment provider, you will see that the id is 4. All you have to do is add the id "4" after emailheader or emailfooter like this...

emailheader4="This is your email header for the email payment provider"
emailfooter4="This is your email footer for the email payment provider"

Dropshipper headers and footers (Minimum version 4.8.0)

If you want to add a header or footer for the email sent out to dropshippers then the general header / footer for all payment types would be like this:
dropshipheader="
general drop ship header
"
dropshipfooter="general drop ship footer
"

There is an additional Header / footer only for payment method 4 (Email Only)
dropshipheader4="drop ship header for drop shipper 4
"
dropshipfooter4="drop ship footer for drop shipper 4
"

Order status email (Minimum version 4.5.0)

You can now set the system to send an email to customers when you change the order status on the admin orders page. To turn this feature on you need to add the following parameter for example...
orderstatusemail="Your order id %orderid% from %orderdate% has been updated from %oldstatus% to %newstatus% on %date% and the order tracking is %statusinfo%"
The message can be anything you like, and can contain HTML if you have the htmlemails=true setting. The following parameters will be replaced with the actual order and order status details...
%orderid%
%orderdate%
%oldstatus%
%newstatus%
%date%

%statusinfo%

From version 4.8.6 %ordername% can be added to the order status emails and will be replaced by the customer's name. Also, you can use %nl% for new lines.

You can also set a parameter orderstatussubject for the order status emails in the vsadmin/includes.asp file, for example...
orderstatussubject = "Place text here"
If you don't set this then the default email subject "Order status updated" will be used for the order status emails.

Using the setting
alwaysemailstatus=true
will mean that the checkbox for "email order status change" is always set by default.

DHTML menu (Minimum version 4.6.0)

You can now limit the number of "popout levels" that the DHTML pops out to by setting the parameter
menupoplimit=2
. . . where 2 in this example would limit to 2 popout levels.

Authorize.net (Minimum version 4.5.0)

Add the parameter secretword to encrypt your authorize.net merchant id and transaction key in the database for extra security. For example...
secretword="this is my secret word"
Please note that if you set this, you will have to reset your merchant id and transaction key in your admin payment providers page for authorize.net

If you are using the authorize.net AIM system you can now set the parameter acceptecheck=true
to allow for eChecks. You will need to have your authorize.net account set up for accepting eChecks.

Authorize.net AIM method can now be used with the WellsFargo SecureSource system using the setting
wellsfargo=true

Capture Card order status (Minimum version 4.6.0)

You can set the order status of "Capture Card" orders by setting the following
capturecardorderstatus=5
. . . which in this case would set the order status of a capture card order to 5.
To see the order status id numbers just look on your order status admin page.

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Force CVV credit card code on checkout (Minimum version 4.7.4)

For payment processors that are integrated into your own site, you can set
requirecvv=true
. . . to force the customer to enter their CVV credit card code on checkout.

Canadian tax (Minimum version 4.3.0)

Support for the Canadian PST / GST / HST tax system, including the Price Edward Island and Quebec systems of adding the provincial tax to the product total + government tax. To use this feature you would need to download the current Canadian plug-in and also set the parameter...
canadataxsystem=true

Per payment provider handling charge (Minimum version 4.3.0)

You can set a "per payment provider" handling charge. On the payment providers admin page, each payment provider shows a unique id. You would use the text handlingcharge + the unique id to assign the charge. Say for instance if you wanted to add a $2.35 charge to the "2Checkout" payment provider, then if you look on the payment providers admin page you will see the ID for 2Checkout is 2, so you would set the following...
handlingcharge2=2.35

If you need to add tax to handling you'll need to choose taxHandling=1 - if not leave it as it is ie. taxHandling=0

Setting taxHandling=2 will add the handling tax to the state and country tax totals.

Add a handling charge per payment provider which is a percentage of the cart total + shipping + handling. For instance you could set .
handlingchargepercent4=5
. . . to add a 5% handling charge to "Email" payments. Taxes are not counted in this total as the handling charge can also qualify for taxes. (Minimum version 5.0.0)

Split heavy packages (Minimum version 4.5.0)

Adding the parameter splitpackat when using UPS or USPS shipping will split heavy packages into multiple packages. For instance...
splitpackat=70

Canada Post (Minimum version 4.6.0)

To place Canada Post in test mode on the testing server, please use the following parameter
canadaposttest=TRUE

Forcing minimum purchase amount (Minimum version 4.3.0)

Setting the parameter minpurchaseamount will force a minimum purchase amount. You can also set the parameter minpurchasemessage to display a message / html if the minimum purchase amount is not met. For instance...
minpurchaseamount=4.99
minpurchasemessage="I'm sorry, we have a minimum purchase amount of £4.99. Please go back and buy some more"

Alternative currency format (Minimum version 4.7.0)

You can now have total control over the display of the currency conversions if you require. For instance use the following. . .

currFormat1="€%s"
currFormat2="£%s"
currFormat3="$%s"

In each of these %s is replaced by the actual currency value. Be careful that the symbols match the currencies you have chosen on your admin main page. Of course you can place any formatting or text here.

Product detail link (Minimum version 4.7.0)

Instead of having the product “details” link leading to the proddetail.asp page, you can specify your own link by adding the following (for example) to your vsadmin/includes.asp file.

detailslink=""
detailsendlink=""

Any instances of %pid% will be replaced by the product id and any instances of %largeimage% will be replaced by the the value of you have set for large image in your admin products page. This will allow you to vary the links per product.

Hide product option price difference (Minimum version 4.7.0)

By setting the switch . . .
hideoptpricediffs=true
. . . you can hide the price difference in the product option drop down menus and the checkout page. Only the total price will be shown.

Character sets (Minimum version 4.7.0)

Greater support is now given for “Wide” Character sets such as Japanese and Chinese. You can set the following 2 switches . . .

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emailencoding="shift_jis"
adminencoding="shift_jis"

. . . changing “shift_jis” for the actual character encoding used in your emails and admin section pages.

Multiple languages (Minimum version 4.8.0)

If you need to have more than one language then set:
languageid=2
to indicate which language is being used for that particular admin section.

Client login forwarding page (Minimum version 4.8.0)

You can set per login level forwarding pages for the client login system or send the logged in client back to the referring page. To set the forwarding page for all pages you can set for instance . . .
clientloginref="yourpage.asp"
Or to use the "referring" page set . . .
clientloginref="referer"
Or optionally you can set . . .
clientloginref2="otherpage.asp"
. . . to set say a forwarding page for only those logged in with login level 2.

Force the checkout to use 2Checkout's v2 system (Minimum version 4.8.6)

Setting...
use2checkoutv2=TRUE
. . . in your vsadmin/includes.asp file will force the checkout to use 2Checkout's v2 system.

Save admin settings (Minimum version 4.8.4)

Setting the switch . . .
saveadmininapplication=TRUE
. . . will save the admin settings in the server application state saving many calls to the database.

IP Blocking (Minimum version 4.8.0)

To limit the number of transactions in a 24 hour period per IP set:
blockmultipurchase=10

...where 10 here is the maximum number of purchases by that particular IP address in 24 hours.

Admin login (Minimum version 4.9.0)

To receive notification of when somebody tries to enter your admin section set:
notifyloginattempt=TRUE
To disable the login to your admin section set:
disallowlogin=TRUE
This means that you can disable the vsadmin directory and create a copy in a directory with your choice of name that hackers will never know exists.

Per product tax rate (Minimum version 4.8.0)

To set a tax rate per product add this and a tax rate box will appear in the product admin page...
perproducttaxrate=true

Shipping estimator (Minimum version 4.9.0)

To place a shipping estimator on the cart page before checkout use
estimateshipping=TRUE
There is also this parameter you can set if you are using a shipping method like weight based or price based shipping where the ship state is necessary . . .
defaultshipstate="California"
Please note, this is not necessary for UPS / USPS / Canada Post shipping as it is the zip / postal code that is used.

This switch is available to not set a default zip (postal) code for the shipping estimator (Minimum Version 5.0.0). . .
nodefaultzip=TRUE

Shipping carrier switch (Minimum version 4.9.0)

If you need the ability to allow the customer to switch between different shipping carriers at checkout you can enable this with . . .
alternateratesups="UPS Rates"
alternateratesusps="USPS Rates"
alternateratesweightbased="Weight Based"
alternateratescanadapost="Canada Post"

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Please note, the above text can be anything you like and will be included in the shipping selector dropdown from which your customers can choose the shipping type.

Remove category id from Product Detail page (Minimum version 4.9.2)

Set the following switch . . .
nocatid=TRUE
if you don't want the category id added to the product detail page links . . .

Order tracking (Minimum version 5.0.0)

A separate tracking number can be set in the admin orders page, and this can be set in the order status email by specifying %trackingnum%
The default text for the tracking number would be for instance . . .
Your tracking number is: AAAAABBBBBBBCCCCCC
You can optionally set the text that is displayed for the tracking number by setting trackingnumtext. For instance . . .
trackingnumtext="This is your tracking number: %s %nl%"
The %s will be replaced with the actual tracking number. %nl% will be replaced by a newline as always.

Combine shipping and handling (Minimum version 5.0.0)

Shipping and handling can be combined with the switch . . .
combineshippinghandling=TRUE

Showing stock totals / out of stock products on the products page (Minimum version 5.0.0)

Set the following switch . . .
showinstock=TRUE
to show the number of items in stock on your products page

Use
noshowoutofstock=TRUE
if you don't want out of stock items to appear on your products page

Optional zip (postal) code on checkout (Minimum version 5.0.0)

This will make the zip code an optional item on the checkout page.
zipoptional=TRUE

Our ESolutions Quickbooks Integration Utility (Minimum version 5.0.0)

You can use the following switches . . .
ouresolutionsxml=1
ouresolutionsxml=2

. . . to the vsadmin/includes.asp file to add a menu item on the admin orders page to dump order details in a format compatible with the Our ESoltutions Quickbooks integration utility. Setting the value to 1 will dump the product id and product description and setting the value to 2 will dump the product name and the product description in the output.

Product separation (Minimum version 5.1.0)

You can remove the horizontal line (and the space it takes up) between products with the addition of

noproductseparator=TRUE

If you want to add a custom sepration between products then use this

prodseparator="<p align=""center"">---------</p>"

Product detail static page (Minimum version 5.1.0)

You can set the character of your choice that is used between the individual words of the product name which make up the product detail static page. For example if you want to separate the words with a hyphen then set urlfillerchar="-"
...to get a page name like this product-name.asp

Cross selling (Minimum version 5.1.0)

This addition will show the cross selling features you want to display below the cart:

crosssellaction="recommended,related,alsobought,bestsellers"

These options are also used depending on what information you would like to diplay there

csnobuyorcheckout=TRUE
...will remove the buy and checkout buttons
csnoproductoptions=TRUE
...will remove the product options
csnoshowdiscounts=TRUE
...will remove the discounts text

Full set up details can be found on the cross selling help page.

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Force product detail link (Minimum version 5.1.0)

Adding....

forcedetailslink=TRUE

...to includes.asp will force a link to the corresponding product detail page even if there is no long description added through the product admin page.

Setting the limit of text in the short product description (Minimum version 5.1.0)

If you want to limit the number of characters used on the products page for the product description then use this setting...

shortdescriptionlimit=100

...where 100 is the number of characters that will be shown on the products page. This means that you can use the same description in both the long and short descriptions but the short description will be truncated at that point.

TinyMCE product admin HTML editor (Minimum version 5.1.0)

If you want the built in HTML editor for your product admin page then add this to includes.asp . . .
htmleditor="tinymce"
You will need to download the Tinymce files separately from our free downloads page and upload them as per the instructions there.

State abbreviations (Minimum version 5.1.0)

Add...

usestateabbrev=TRUE

to use state abbreviations rather than state names

Default shipping tracking (Minimum version 5.1.2)

This allows selection of the default shipping carrier on the tracking page. The choices are "ups", "usps" and "fedex". For instance...
defaulttrackingcarrier="usps"

Removing FedEx discounted rates (Minimum version 5.2.1)

If you receive discount rates from FedEx, this setting will give the customer the full default rate
uselistshippingrates=TRUE

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Advanced parameters (PHP version)

In the folder vsadmin there's a file called includes.php - this is where you can specify some important options regarding mail, shipping, tax, and the display options for your product pages. Below is a guide to preparing the set up that best suits your needs. If the include line is not present in your list, it can be added and the position of the line is not important to functionality.

Contents

Email Options	Layout Options	Payment Options
· Email a friend	· Product listings	· Setting the path to your SSL
· HTML emails	· Product layout options	· Disabling SSL
· Email orders	· Continue shopping link	· Encryption
· Email headers and footers	· Category layout options	· Dump credit card numbers
· Order status email	· DHTML menu	· Force form submission
· Custom headers	· Product separation	· Authorize.net
· Order tracking	· Product detail static page	· Capture card order status
		· Force CVV credit card code
		· Verisign PayFlow Pro
		· 2Checkout
Shipping / Tax Options	**Display Options**	**Affiliate Options**
· Adding tax to shipping	· Product page display numbers	· Affiliates cookie
· Removing the shipping address	· Removing buy and checkout buttons	· Affiliates commission
· Will pick up option	· Remove top navigation	
· Show tax inclusive prices	· Terms and Conditions	
· UPS options	· Quantity boxes	
· Commercial location	· Zero price message	
· Shipping insurance	· Show product id	
· Invoice / packing slips	· Hide product options	
· Canadian tax	· Extra checkout fields	
· Per payment provider handling charge	· Forcing minimum purchase amount	
· Split heavy packages	· Alternative currency format	
· Canada Post	· Product detail link	
· Product dimensions	· Hide product option price	
· Per product tax rate	· Remove category ID	
· Shipping estimator	· Show products in stock	
· Shipping carriers switch	· Optional zip (postal) code	
· Combine shipping and handling	· Cross selling	
· Shipping tracking	· Force product detail link	
· FedEx discounts	· Limit product description	
Discount Options	**Customer Login**	**Admin Tweaks**
· Remove discount / coupon feature	· Enable customer login	· cURL compilation
· Hide discount / coupon text	· Wholesale pricing	· Currency formats
	· Forwarding page	· Adjust date
		· Character sets
		· Multiple languages
		· IP blocking
		· Admin login
		· Our ESolutions Quickbooks
		· Product admin HTML editor
		· State abbreviations

Product listings

You can now choose how to sort your product listings - you can do this alphabetically, by id or by price. There are four options:

1 = sorting the products alphabetically
2 = sorting the products by id
3 = sorting the products by price (cheapest first)
4 = sorting the products by price (most expensive first)
So for example if you wanted to list your products alphabetically you would choose this option:
$sortBy = 1;
or by product id like this
$sortBy = 2;

$sortBy=6;
(Minimum version 5.1.0)
This will sort the products in ascending order depending on the value added to the "Product Order" box in the product admin page.
$sortBy=7;
(Minimum version 5.1.0)
This will sort the products in descending order depending on the value added to the "Product Order" box in the product admin page.

Setting the path to your SSL

If you are not using authorize.net (AIM) or the Capture card method, then you may wish to specify a path to your secure space, this would be done here:
$pathtossl = "/path/goes/here";

Disabling SSL

Setting $nochecksslserver=TRUE;
will disable the checking with capture card and other payment systems that require an SSL server that check you are on an SSL connection.
IMPORTANT NOTE:
This should not be set unless you are most certainly sure that you are on HTTPS when viewing the credit card details. Our check for SSL can be fooled the way some servers set up their shared SSL certs so all this switch does is remove the warning in this case. It should NOT be used to enable yourself to view CC details on a non-SSL connection.

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Product page display numbers

To display the product page number links at the top of the page as well as the bottom set
$pagebarattop=1;

Adding tax to shipping

If you need to add tax to shipping you'll need to choose
$taxShipping=1;
if not leave it as it is:
$taxShipping=0;

Setting $taxShipping=2;
will add the shipping tax to the state and country tax totals.

Shipping address (Minimum version 3.6.3)

Use:

$noshipaddress=true;

to cause a shipping address entry section not to be shown on the checkout page if set.

"Will pick up" option (Minimum version 4.1.0 - only for UPS / USPS / weight and price based shipping.)

Use:
$willpickuptext="Will Pickup";
If you want to allow your customers the option of picking up their purchase from your physical location. The text here can be changed as necessary.

Use
$willpickupcost=1.32;
To set the cost of picking up from your location. Set to zero if there is no charge

Layout options

In version 1.0.3 we have added the possibility for different layout formats for your products

$productcolumns=2;

$useproductbodyformat=1;

$usesearchbodyformat=1;

$usedetailbodyformat=1;

$usecategoryformat=1;

$allproductsimage="";

Those who are upgrading from previous versions will need to add these parameters..

By setting useproductbody format to 2 like this
$useproductbodyformat=2;
the products are displayed with the product options, price and buy button below the product image. When useproductbodyformat is set to 1 the product options, price and buy button are displayed to the right of the product image.

The reason we added this second layout is that it lends itself well to having more than one column of products. So, when using
$useproductbodyformat=2;
the products will be displayed in the number of columns specified by productcolumns, such as

$productcolumns=2;

You can have as many as you like in theory, but just make sure they fit on your page.

Please note that with the useproductbodyformat set to 1 the productcolumns setting will be ignored.

To allow you to specify the search results independently of the general product display, you can set usesearchbodyformat to 1 or 2 in the same way.

There is also a second product detail format available now. Setting
$usedetailbodyformat=2;
will display the product detail page with the image to the left of the product description, price, quantity and buy button.

If you need the category text and description to the right of the image choose
$usecategoryformat=2;

$allproductsimage="";
allows you to specify an image for "All Products" and the path can be inserted here.

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$useproductbodyformat=3; (Version 5.0.0 required)
This will be a "list" like layout, and you will be able to select the columns you wish to display by setting and customizing . . .
$cpdcolumns="id,image,name,discounts,listprice,price,priceinctax,instock,options,quantity,buy";
. . . and the column headers like for instance . . .
$cpdheaders="ID,Name,discounts,listprice,price,Inc. Tax,In Stock,Options,Quant, ";

Email a friend

You can now add the option of emailing a friend from your product detail page - this adds a link to a pop-up window with a form that you can fill out to forward the information regarding a product to a friend. If you wish to use this feature set the parameter like this $useemailfriend=true;
if you would like to disable the feature then you need
$useemailfriend=false;

Removing store functions

You can simply eliminate the buy and checkout buttons as well as the price for all products, this is done by choosing
$nobuyorcheckout=true;
and
$noprice=true;

Affiliates cookie

By default the affiliate cookie stays active for 30 days, this means that if somebody clicks on an affiliate link and then comes back later to purchase as long as it's within 30 days, the sales will be accredited to the affiliate partner. If you need to change this then the value here
$expireaffiliate=30;
will have to be modified.

Affiliates commission

You can now set an affiliate percentage in the affiliates admin, and set a
$defaultcommission=12;
to set a default commission for new affiliates

Discounts / coupons (Minimum version 3.0.0)

To remove the discount and coupon function choose
$nogiftcertificate=TRUE;

Hide discount or coupon text (Minimum version 4.1.0)

To remove the discount and coupon text that appears on category and product pages
$noshowdiscounts=TRUE;

Show tax inclusive prices (Minimum version 3.1.2)

To show tax inclusive prices on the products page use
$showtaxinclusive=TRUE;
the wording for the tax can be changed in vsadmin/inc/languagefile.php.

UPS Options (Minimum version 3.5.0)

The way that you deliver your packages to UPS for delivery can affect the total cost of delivering the package. We have set the default as "Customer Counter", though you can change this by setting the following in your vsadmin/includes.php file . . .

$upspickuptype="03";

The code in quotes there would be taken from the following table...

01 - Daily Pickup
03 - Customer Counter
06 - One Time Pickup
07 - On Call Air
19 - Letter Center
20 - Air Service Center

Remember to enclose the code above in double quotes. Also, please note that these options are not exactly the same as you might find on the UPS web site but we hear that is something that UPS are working on...more information

To add UPS shipping insurance based on the product value, but not ask the customer...
$addshippinginsurance=1;

To ask the customer if they would like shipping insurance on the checkout form...
$addshippinginsurance=2;

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Commercial location (Minimum version 3.5.0)

Set $commercialloc=TRUE; if you want to place a question and checkbox on checkout for shipping to a commercial location. This is automatically set for UPS but can be used for other shipping methods.

Currency formats (Minimum version 3.1.2)

Normally the currency is automatically set by your country settings, but sometimes servers don't seem to have locales installed, and some have special needs. These are the parameters available:

$overridecurrency=TRUE;
- Switches the currency overriding on

$orcsymbol="US\$";
- The currency symbol used on product pages.

$orcemailsymbol="US\$";
- The currency symbol used in emails. Normally the same, but can be handy if you wish to set your product page currency symbol to an HTML code like € or ¥ and then in the email set it to EURO or YEN

$orcdecplaces=2;
- How many decimal places your currency has.

$orcdecimals=".";
- The symbol used for the decimal separator. Normally a "." but can be ","

$orcthousands=",";
- The symbol used for the thousands separator. Normally a "," but can be a "."

$orcpreamount=FALSE;
- If you want to display the currency symbol before or after the amount.

$orcurrencyisosymbol="USD";
- If you need to force the settlement in US Dollars even if you are selling from another country.

Please note, the dollar sign ($) is a special character in PHP and so must be preceeded with a slash, as in "US\$"

Encryption (Minimum version 3.5.0)

For those using Capture Card, the encryption method "mcrypt". You can set this by adding...

$encryptmethod="mcrypt";

It does require the mcrypt library 2.4 or above to be compiled with PHP so ask your host. You also need to set a "pass phrase" in the vsadmin/includes.php file. For instance...

$ccencryptkey = "adhdhdhe3sk39 add your own random text here and do not copy this";

Do make it unique (don't just copy the example above). Do add random text (not the random text above). Do make it at least 32 characters long (and not using the text above).

Please note that if someone manages to compromise your database AND your site so they gain access to your secret phrase, then it is possible that they can decrypt the credit card numbers. It is not a public / private key type algorithm. However it does add an important extra level of security.

You can also set the encryption cypher used by setting for instance...
$mcryptalg = MCRYPT_RIJNDAEL_128;
...in your includes.php page. A list of cyphers supported in PHP is available here...
http://www.php.net/manual/en/ref.mcrypt.php

Top navigation (Minimum version 3.5.0)

If you need to remove the top navigation ie. home >> category >> product then set

$showcategories=FALSE;

Terms and Conditions (Minimum version 3.6.0)

If you need to make your customers agree to your terms and conditions on checkout, set $termsandconditions=TRUE;
You will also need to create a page with your terms and conditions called termsandconditions.php ... which will be shown in a 420 x 380 popup.

Quantity boxes (Minimum version 3.6.1)

Setting the following to TRUE will put up a quantity box on the products and the product details page (not available if using $usedetailbodyformat=2;):

$showquantonproduct=FALSE;

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$showquantondetail=FALSE;

Zero price (Minimum version 3.6.3)

If you set this, for instance...

$pricezeromessage="Price: Please call";

...then in the case where a price is set to zero, this message will be printed instead. If the pricezeromessage is not set then products with a zero price will be displayed as Price: $0.00 as usual.

Show product id (Minimum version 3.6.3)

$showproductid=TRUE;

...will cause the product id to display on the product pages. The text "Product ID" is from the vsadmin/inc/languagefile.php as xxPrId

Hide product options (Minimum version 3.6.4)

$noproductoptions=TRUE;

...this will hide all the product options on the products page.

Invoices / packing slips (Minimum version 3.6.6)

$invoiceheader='<img src="images/logo.gif" border="0">

';

...this will print your logo at the top of the invoice. Obviously you will need to upload the logo to your images folder and set the path / name correctly.

$invoiceaddress='
My Company LLC
10, My Road
My Town, MyCity 90210
USA

';

... this will print your address on the invoice. As you can see it is possible to use HTML for formatting.

$invoicefooter='

Thank you for shopping with EcommerceTemplates.com';

..will print the footer information you need to include. Again HTML can be used for formatting

Dump credit card numbers (Minimum version 3.6.6)

$dumpccnumber=TRUE;

...this will dump the credit card numbers to the .csv file.

Continue shopping (Minimum version 3.6.6)

$actionaftercart=1;

...or not setting anything will mean that the continue shopping button will take the URL from the xxHomeURL from the vsadmin/inc/languagefile.php which is the current default.

$actionaftercart=2;

...will make the cart "continue shopping" button return to the page you just came from when you are on the cart contents page.

$actionaftercart=3;

...when you add something to your cart, you will refresh immediately back to the products page you came from without going to the cart contents page.

$actionaftercart=4; (Minimum version 4.9.9)

...will skip the page showing "The products have been added to your cart" when adding products to the cart.

$cartrefreshseconds=2; (Minimum version 5.1.2)

... can be used to control the number of seconds that the message "The items has been added to your cart" is shown. If set to zero this will perform an HTTP redirect rather than a refresh.

Adjust date (Minimum version 3.6.6)

$dateadjust=3;

...would adjust the date the order status was updated by 3 hours.

$dateadjust=-4;

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...would adjust it by minus 4 hours. This is so that if your server time is not the same as your local time then you can adjust for this.

Shipping insurance (Minimum version 3.6.6)

Shipping insurance can now be added to more shipping types than just UPS shipping. If using UPS shipping, then adding

$addshippinginsurance=1;

to your includes.asp file will calculate shipping costs with insurance. If using UPS shipping then add

$addshippinginsurance=2;

will ask the user if they would like shipping insurance, and if so add it to the shipping cost.

With shipping types other than UPS, you have to also set an amount, shipinsuranceamt
for instance...
$shipinsuranceamt=5;
If $addshippinginsurance=1; then in this example 5% of the product price total will be added to the shipping cost for insurance.
If $addshippinginsurance=2; then in this example 5% of the product price total will be added to the shipping cost for insurance IF the user checks the "yes I want shipping insurance" box on checkout.
If $addshippinginsurance=-1; then in this example 5.00 (of your monetary units, say Dollars) will be added to the shipping cost for insurance.
If $addshippinginsurance=-2; then in this example 5.00 (of your monetary units, say Dollars) will be added to the shipping cost for insurance IF the user checks the "yes I want shipping insurance" box on checkout. This method will not work with USPS shipping for which shipping insurance is not available.

HTML email (Minimum version 4.0.0)

Emails can be sent in HTML if you wish by adding the following switch:
$htmlemails=true;

Email orders (Minimum version 4.0.0)

If you need to set email orders as Unauthorized in your admin orders page, set
$emailorderstatus=2;

Category layout (Minimum version 4.1.0)

$categorycolumns=1; - will give you a vertical list of categories in a single list

$categorycolumns=2; - will show the categories in two columns

$categorycolumns=3; - will show the categories in three columns

$catseparator=""; - is required to use the new category set up - no changes are necessary here

Extra checkout fields (Minimum version 4.1.0)

It is possible to add two new fields to your cart checkout page. The company name field will go at the top of the checkout form and the additional field at the bottom. These can be moved by editing the vsadmin/inc/inccart.php file - they can also be made obligatory.

$extraorderfield1="Company Name"; - adds a company name field to the top of your cart checkout page, text can be edited here for other uses.

$extraorderfield1required=TRUE; - will make this field obligatory, setting to false will make it optional

$extraorderfield2="Another Field"; - will add an additional field to the bottom of the cart checkout page, obviously the text will need editing here.

$extraorderfield2required=TRUE; - will make this field obligatory, setting to false will make it optional

Force form submission (Minimum version 4.1.3)

For payment processors where the credit card details are taken on an SSL connection on your site you can set the parameter:
$forcesubmit=TRUE;
...which will submit the form by default in 5 seconds. If you want to change that 5 second interval you can set
$forcesubmittimeout=5000;
where the time is set in miliseconds, so the above example would result in a 5 second delay.

Enable customer login (Minimum version 4.2.0)

To enable the customer login box you will need to add the line (if it's not already present)
$enableclientlogin=true;

Wholesale pricing (Minimum version 4.6.0)

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Wholesale prices can be set for product options. To do this add the parameter $wholesaleoptionpricediff=TRUE;

You can disable discounts for logged in customers with the wholesale attribute by adding the parameter
$nowholesalediscounts=TRUE;

You can set a separate minimum wholesale purchase amount and message by setting the following
$minwholesaleamount=23.00;
$minwholesalemessage="Your message";

Email headers and footers (Minimum version 4.2.1)

This feature allows you to add email headers and footers to emails either for all payment systems, or depending on the payment system chosen.
If you want to add a header or footer to all emails then just add the following to your vsadmin/includes.php file

$emailheader="This is your email header";
$emailfooter="This is your email footer";

If you want to add a header or footer only for a particular payment system then first go to your admin payment providers page. You will see that now the first column is the payment provider id. Take a note of the id of the payment provider you are interested in. Now if for instance you wanted to add a header or footer for the "Email" payment provider, you will see that the id is 4. All you have to do is add the id "4" after emailheader or emailfooter like this...

$emailheader4="This is your email header for the email payment provider";

$emailfooter4="This is your email footer for the email payment provider";

Dropshipper headers and footers (Minimum version 4.8.0)

If you want to add a header or footer for the email sent out to dropshippers then the general header / footer for all payment types would be like this:
$dropshipheader="
general drop ship header
";
$dropshipfooter="general drop ship footer
";

There is an additional Header / footer only for payment method 4 (Email Only)
$dropshipheader4="drop ship header for drop shipper 4
";
$dropshipfooter4="drop ship footer for drop shipper 4
";

Order status email (Minimum version 4.5.0)

You can now set the system to send an email to customers when you change the order status on the admin orders page. To turn this feature on you need to add the following parameter for example...
$orderstatusemail="Your order id %orderid% from %orderdate% has been updated from %oldstatus% to %newstatus% on %date% and the order tracking is %statusinfo%";
The message can be anything you like, and can contain HTML if you have the $htmlemails=true; setting. The following parameters will be replaced with the actual order and order status details...
%orderid%
%orderdate%
%oldstatus%
%newstatus%
%date%
%statusinfo%
From version 4.8.6 %ordername% can be added to the order status emails and will be replaced by the customers name. Also, you can use %nl% for newlines.

You can also set a parameter $orderstatussubject for the order status emails in the vsadmin/includes.php file, for example...
$orderstatussubject = "Place your text here";
If you don't set this then the default email subject "Order status updated" will be used for the order status emails.

Using the setting
$alwaysemailstatus=true;
will mean that the checkbox for "email order status change" is always set by default.

DHTML menu (Minimum version 4.6.0)

You can now limit the number of "popout levels" that the DHTML pops out to by setting the parameter
$menupoplimit=2;
. . . where 2 in this example would limit to 2 popout levels.

Authorize.net (Minimum version 4.5.0)

Add the parameter $secretword to encrypt your authorize.net merchant id and transaction key in the database for extra security. For example...
$secretword="this is my secret word";
Please note that if you set this, you will have to reset your merchant id and transaction key in your admin payment providers page for authorize.net

If you are using the authorize.net AIM system you can now set the parameter
$acceptecheck=true;

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to allow for eChecks. You will need to have your authorize.net account set up for accepting eChecks.

Authorize.net AIM method can now be used with the WellsFargo SecureSource system using the setting
$wellsfargo=true;

Capture card order status (Minimum version 4.6.0)

You can set the order status of "Capture Card" orders by setting the following
$capturecardorderstatus=5;
. . . which in this case would set the order status of a capture card order to 5. To see the order status id numbers just look on your order status admin page.

Force CVV credit card code on checkout (Minimum version 4.7.4)

For payment processors that are integrated into your own site, you can set
$requirecvv=TRUE;
. . . to force the customer to enter their CVV credit card code on checkout.

Verisign PayFlow Pro (Minimum version 4.7.4)

By default it is assumed that payflow pro support has been compiled into PHP. If using the command line version of the pfpro module however, you can set the following . . .

$pathtopfpro = "/path/to/pfpro";

Those using the PHP version on a windows server can set . .
.$pathtopfpro=="COM";
. . . to use the PFProCOMControl COM Component.

You can also use . . .
$pathtopfprocert = "/path/to/certificate";
. . . to specify the directory to the payflow pro certificate.

Verisign PayFlow Pro (Minimum version 4.8.2)

Setting $pathtopfprolib can be set in the vsadmin/includes.php file to specify the location of the payflow pro libraries for Verisign.

Canadian Tax (Minimum version 4.3.0)

Support for the Canadian PST / GST / HST tax system, including the Price Edward Island and Quebec systems of adding the provincial tax to the product

total + government tax. To use this feature you would need to download the current Canadian plug-in and also set the parameter...
$canadataxsystem=true;

Per payment provider handling charge (Minimum version 4.3.0)

You can set a "per payment provider" handling charge. On the payment providers admin page, each payment provider shows a unique id. You would use the text $handlingcharge + the unique id to assign the charge. Say for instance if you wanted to add a $2.35 charge to the "2Checkout" payment provider, then if you look on the payment providers admin page you will see the ID for 2Checkout is 2, so you would set the following...
$handlingcharge2=2.35;

If you need to add tax to handling you'll need to choose
$taxHandling=1;
if not leave it as it is:
$taxHandling=0;

Setting $taxHandling=2;
will add the handling tax to the state and country tax totals.

Add a handling charge per payment provider which is a percentage of the cart total + shipping + handling. For instance you could set .
$handlingchargepercent4=5;
. . . to add a 5% handling charge to "Email" payments. Taxes are not counted in this total as the handling charge can also qualify for taxes. (Minimum version 5.0.0)

Split heavy packages (Minimum version 4.5.0)

Adding the parameter $splitpackat when using UPS or USPS shipping will split heavy packages into multiple packages. For instance...
$splitpackat=70;

Canada Post (Minimum version 4.6.0)

To place Canada Post in test mode on the testing server, please use the following parameter
$canadaposttest=TRUE;

Forcing minimum purchase amount (Minimum version 4.3.0)

Setting the parameter $minpurchaseamount will force a minimum purchase amount. You can also set the parameter $minpurchasemessage to display a message / html if the minimum purchase amount is not met. For instance...
$minpurchaseamount=4.99;

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$minpurchasemessage="I'm sorry, we have a minimum purchase amount of £4.99. Please go back and buy some more";

Alternative currency format (Minimum version 4.7.0)

You can now have total control over the display of the currency conversions if you require. For instance use the following. . .

$currFormat1="€%s";
$currFormat2="£%s";
$currFormat3="<b>$%s";

In each of these %s is replaced by the actual currency value. Be careful that the symbols match the currencies you have chosen on your admin main page. Of course you can place any formatting or text here.

Product detail link (Minimum version 4.7.0)

Instead of having the product “details” link leading to the proddetail.asp page, you can specify your own link by adding the following (for example) to your vsadmin/includes.asp file.

$detailslink="";
$detailsendlink="";

Any instances of %pid% will be replaced by the product id and any instances of %largeimage% will be replaced by the the value of you have set for large image in your admin products page. This will allow you to vary the links per product.

Hide product option price difference (Minimum version 4.7.0)

By setting the switch . . .
$hideoptpricediffs=true;
. . . you can hide the price difference in the product option drop down menus and the checkout page. Only the total price will be shown.

cURL compilation (Minimum version 4.3.0)

An alternative is provided for those that don't have cURL compiled into PHP, but where the host provides cURL on the command line. This would only affect those users who wish to use UPS shipping calculations or Authorize.net AIM and receive an error about curl_init() being undefined. To use this feature you need to set the path to the cURL binary on your server in the parameter $pathtocurl. For instance...
$pathtocurl="/usr/local/curl";

Character sets (Minimum version 4.7.0)

Greater support is now given for “Wide” Character sets such as Japanese and Chinese. You can set the following 2 switches . . .

$emailencoding="shift_jis";
$adminencoding="shift_jis";

. . . changing “shift_jis” for the actual character encoding used in your emails and admin section pages.

Multiple languages (Minimum version 4.8.0)

If you need to have more than one language then set:
$languageid=2;
to indicate which language is being used for that particular admin section.

Client login forwarding page (Minimum version 4.8.0)

You can set per login level forwarding pages for the client login system or send the logged in client back to the referring page. To set the forwarding page for all pages you can set for instance . . .
$clientloginref="yourpage.php";
Or to use the "referring" page set . . .
$clientloginref="referer";
Or optionally you can set . . .
$clientloginref2="otherpage.php";
. . . to set say a forwarding page for only those logged in with login level 2.

Force the checkout to use 2Checkout's v2 system (Minimum version 4.8.6)

Setting...
$use2checkoutv2=TRUE;
. . . in your vsadmin/includes.php file will force the checkout to use 2Checkout's v2 system.

Custom headers (Minimum version 4.8.4)

You can set the parameter $customheaders in your vsadmin/includes.php file for hosts that require non-standard email headers. Instances of %from% will be replaced by the "From:" address and instances of "%to%" (not normally needed) will be replaced by the "To:" address. For example . . .
$customheaders = "MIME-Version: 1.0\nFrom: %from%\nContent-type: text/plain; charset=iso-8859-1\n";

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Product dimensions (Minimum version 4.7.1)

To use product dimensions you must add the following parameter
$productdimensions=TRUE;
Once you have done that you will find the product dimensions entry box will be a required field on the product admin pages.
At present this only applies to Canada Post shipping.

Per product tax rate (Minimum version 4.8.0)

To set a tax rate per product add this and a tax rate box will appear in the product admin page...
$perproducttaxrate=TRUE;

Shipping estimator (Minimum version 4.9.0)

To place a shipping estimator on the cart page before checkout use
$estimateshipping=TRUE;
There is also this parameter you can set if you are using a shipping method like weight based or price based shipping where the ship state is necessary . . .
$defaultshipstate="California";
Please note, this is not necessary for UPS / USPS / Canada Post shipping as it is the zip / postal code that is used.

This switch is available to not set a default zip (postal) code for the shipping estimator (Minimum Version 5.0.0). . .
$nodefaultzip=TRUE;

Shipping carrier switch (Minimum version 4.9.0)

If you need the ability to allow the customer to switch between different shipping carriers at checkout you can enable this with . . .
$alternateratesups="UPS Rates";
$alternateratesusps="USPS Rates";
$alternateratesweightbased="Weight Based";
$alternateratescanadapost="Canada Post";
Please note, the above text can be anything you like and will be included in the shipping selector dropdown from which your customers can choose the shipping type.

IP Blocking (Minimum version 4.8.0)

To limit the number of transactions in a 24 hour period per IP set:
$blockmultipurchase=10;
...where 10 here is the maximum number of purchases by that particular IP address in 24 hours.

Admin login (Minimum version 4.9.0)

To receive notification of when somebody tries to enter your admin section set:
$notifyloginattempt=TRUE;

To disable the login to your admin section set:
$disallowlogin=TRUE;
This means that you can disable the vsadmin directory and create a copy in a directory with your choice of name that hackers will never know exists.

Remove category id from Product Detail page (Minimum version 4.9.2)

Set the following switch . . .
$nocatid=TRUE;
if you don't want the category id added to the product detail page links.

Order tracking (Minimum version 5.0.0)

A separate tracking number can be set in the admin orders page, and this can be set in the order status email by specifying %trackingnum%
The default text for the tracking number would be for instance . . .
Your tracking number is: AAAAABBBBBBBCCCCCC
You can optionally set the text that is displayed for the tracking number by setting trackingnumtext. For instance . . .
$trackingnumtext="This is your tracking number: %s %nl%";
The %s will be replaced with the actual tracking number. %nl% will be replaced by a newline as always.

Combine shipping and handling (Minimum version 5.0.0)

Shipping and handling can be combined with the switch . . .
$combineshippinghandling=TRUE;

Showing stock totals / out of stock products on the products page (Minimum version 5.0.0)

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Set the following switch . . .
$showinstock=TRUE;
to show the number of items in stock on your products page

Use
$noshowoutofstock=TRUE;
if you don't want out of stock items to appear on your products page

Optional zip (postal) code on checkout (Minimum version 5.0.0)

This will make the zip code an optional item on the checkout page.
zipoptional=TRUE

Our ESolutions Quickbooks Integration Utility (Minimum version 5.0.0)

You can use the following switches . . .
$ouresolutionsxml=1;
$ouresolutionsxml=2;
. . . to the vsadmin/includes.php file to add a menu item on the admin orders page to dump order details in a format compatible with the Our ESolutions Quickbooks integration utility. Setting the value to 1 will dump the product id and product description and setting the value to 2 will dump the product name and the product description in the output.

Product separation (Minimum version 5.1.0)

You can remove the horizontal line (and the space it takes up) between products with the addition of

$noproductseparator=TRUE;

If you want to add a custom sepration between products then use this

$prodseparator="<p align=\"center\">.....</p>";

Product detail static page (Minimum version 5.1.0)

You can set the character of your choice that is used between the individual words of the product name which make up the product detail static page. For example if you want to separate the words with a hyphen then set
$urlfillerchar='-';
...to get a page name like this product-name.php

Cross selling (Minimum version 5.1.0)

This addition will show the cross selling features you want to display below the cart:

$crosssellaction='recommended,related,alsobought,bestsellers';

These options are also used depending on what information you would like to diplay there

$csnobuyorcheckout=TRUE;
...will remove the buy and checkout buttons
$csnoproductoptions=TRUE;
...will remove the product options
$csnoshowdiscounts=TRUE;
...will remove the discounts text

Full set up details can be found on the cross selling help page.

Force product detail link (Minimum version 5.1.0)

Adding....

$forcedetailslink=TRUE;

...to includes.php will force a link to the corresponding product detail page even if there is no long description added through the product admin page.

Setting the limit of text in the short product description (Minimum version 5.1.0)

If you want to limit the number of characters used on the products page for the product description then use this setting...

$shortdescriptionlimit=100;

...where 100 is the number of characters that will be shown on the products page. This means that you can use the same description in both the long and short descriptions but the short description will be truncated at that point.

TinyMCE product admin HTML editor (Minimum version 5.1.0)

If you want the built in HTML editor for your product admin page then add this to includes.php . . .

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$htmleditor="tinymce";
You will need to download the Tinymce files separately from our free downloads page and upload them as per the instructions there.

State abbreviations (Minimum version 5.1.0)

Add...

$usestateabbrev=TRUE;

to use state abbreviations rather than state names

Default shipping tracking (Minimum version 5.1.2)

This allows selection of the default shipping carrier on the tracking page. The choices are "ups", "usps" and "fedex". For instance...
$defaulttrackingcarrier="usps";

Removing FedEx discounted rates (Minimum version 5.2.1)

If you receive discount rates from FedEx, this setting will give the customer the full default rate
$uselistshippingrates=TRUE;

Chapter 8
F.A.Q and Troubleshooting

General F.A.Q.
ASP Plus version for Windows
PHP Plus version for Unix/Linux
Dreamweaver issues
Frontpage issues
GoLive issues
Final checklist

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General F.A.Q.

How do I add links to individual products and categories?
I need to change hosts - any recommendations?
Where can I get the updaters?
Can I upgrade from my Standard Version to the Ecommerce Plus?
Can I resell your templates?
How do I edit the default text on my store?
I add a product to my cart but it shows as empty, why's that?
What is the function of the "Authorize" button in my orders admin page?
Why don't all my categories show up after I've added them through the online admin?
Why can't I see the product images on my store? I just get a red "x".
How can I download my complete product inventory?
How do I remove the dot after all my category names?
How can I match the fonts used on the graphics for my template?

How do I add links to individual products and categories?

Once you have your products and categories added through the online admin section, browse your store and copy the URL of the product/category page from your address bar and paste it into the link box you have in your HTML editor. This should look something like this /proddetail.asp?prod=ref001 or /categories.asp?cat=1

I need to change hosts - any recommendations?

We don't do hosting ourselves but you can find a number of recommendations here on our hosting page http://www.ecommercetemplates.com/hosting.asp.

Where can I get the updaters?

The updates are available from http://www.ecommercetemplates.com/updaters.asp. Free for the first 6 months and $29.95 for a further 6 months, please email us if you have a change of address.

Can I upgrade from my Standard Version to the Ecommerce Plus?

The price is $60 for the upgrade available from http://www.ecommercetemplates.com/upgrades.asp.

Can I resell your shopping cart software?

For the time being, the only avenue is through our affiliates program or reseller program, which will give you a 20% return on each purchase made through your affiliate link.

How do I edit the text on my store?

All the default language generated by the store can be edited in the file /vsadmin/inc/languagefile.asp/php - the most recent additions are always added to the top for people who have already made changes and are updating their store version.

I add a product to my cart but it shows as empty, why's that?

There are 2 known reasons for this happening:

Your cart page is in a frameset -> Remove the page from frames.
You don't have cookies enabled in your browser -> In Internet Explorer go to Tools > Internet Options > Privacy
If that doesn't solve your problem, please post on our support forum.

What is the function of the "Authorize" button in my orders admin page?

You'll see this button if someone has gone through checkout but hasn't made it back to your store, this may be because they're just playing around with the cart, have decided at the last moment not to purchase or there was a glitch on the Processor's site. Only hit the authorize button after you've checked with your Payment Provider and are sure the payment has been made correctly. You can set the amount of time that unauthorized orders appear on your store in the admin section.

Why don't all my categories show up after I've added them through the online admin?

This is probably because you haven't added any products to the categories - once you associate a product with a category, they should show up.

Why can’t I see the product images on my store? I just get a red “x”.

The default folder for the product images is called prodimages and the graphics should be uploaded there and the path set in your product admin page. If you see a red “x” in place of the graphic, make sure the file name is spelled correctly, that it is lowercase with no spaces in the name and has the correct .jpg or .gif extension.

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How can I download my complete product inventory?

You will need to be using the Stock Management program. This can be switched on in your main admin setting page. Then go into the main products admin page and click on the “Dump Inventory” button. This will download your inventory to a .csv file, which can be opened in Excel. From Version 5.0.0 you can download the product inventory without having Stock Management selected.

How do I remove the dot after all my category names?

There is a setting your vsadmin/inc/languagefile.asp/.asp file.
For the ASP version find xxDot="." and change it to xxDot=""
For the PHP version find $xxDot="."; and change it to $xxDot="";
Remember to upload your language file to the server for the change to take place.

How can I match the fonts used on the graphics in my template?

All the font information is included in the file instructions.txt that accompanies the download. The fonts are just used as a suggestion so if you don’t have a particular font installed you can use a different one or perform a search on Google to see if it is available.

ASP Plus version for Windows servers

I'm not receiving email confirmation of orders - what's up?
Why do my orders disappear in the orders admin page?
How do I make my database secure and non-downloadable?
Why does the log-in page reappear every time when trying to access the admin section?
I've forgotten / lost my admin password - how can I retrieve it?

I'm not receiving email confirmation of orders - what's up?

From version 3.6.6 and upwards the system for choosing the email object (the component your ASP Ecommerce Plus template uses to send email) has become a lot more powerful.
Most people won't require the information here and emails will be sent automatically. However if you are having problems, this is what you need to do.

Firstly, log in to your admin section and go to the Admin Main page.
The email address you set in the "Email address:" section is very important. It has to be an address on the same domain as your website as this is a security feature for most hosts to avoid SPAM. For instance if your website is www.yourwebsite.com then an email address on that domain would be say info@yourwebsite.com.

You should see a section "Email Object". In the drop down list you will see a list of the available email objects that are installed on your server. If you don't see any available email objects in the list, then you need to ask your host if they can install an email object for sending email from an ASP page like for instance
CDONTS
CDO
ASP Email (PERSITS)
ASP Mail (ServerObjects)
JMail (Dimac)
Some of these are free, so there shouldn't really be a problem. From version 4.0.1
SMTPMail (SoftArtisans)
is also supported.

Ok, so now you can choose an email object in your admin main page. The best one to try first is CDONTS, as it doesn't require any further configuration. Set the email object to CDONTS and then press submit at the bottom of the admin main page, and try an "email friend" to yourself. If you receive the email you are all set.

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If you are using an email object apart from CDONTS then you need to set your mailhost. To do this open the file vsadmin/includes.asp in notepad, and near the top you should see something like
mailhost = "your.mailserver.com"
You will need to set this to the address of your host's mailserver. If you don't know what this is then please ask your host. Typical settings would be something like
mailhost = "mail.yourhost.com"
mailhost = "smtp.yoursite.com"

Once that is set you can use email objects other than CDONTS.
One important note about using CDO to send mail. There are 2 ways to send email using CDO, one which requires a mailhost and one which does not. It is worth trying first
mailhost = "mail.yourhost.com"
and if that does not work, then try setting
mailhost = ""

If you still can't get email to work, please ask your host if they have a test script for sending email from an ASP page. Once you have tried the test script using one of the email objects that we support (listed above), send us an email with your FTP login details and URL of the test script and we will have a look at why emails are not working from your Ecommerce Plus template.

One other important note. You need a properly configured mailserver to send emails from an ASP page. For this reason, don't worry about emails if you are testing on your local machine. It will come together when you publish to your host..

Why do my orders disappear in the orders admin page?

If a payment is not authorized then it will be automatically deleted after the time you specify in your admin main page.

How do I make my database secure and non-downloadable?

SECURITY TIP
The best place for your database is outside the web root. Most hosts provide a special folder for this with the database permissions already set. Using a folder outside the web root will make it difficult for anyone to download your database and gain access to your username and password. Otherwise you must set the permissions on your database folder so that your database cannot be downloaded. More information is available **here**.

SECURITY TIP
Rename your database from vsproducts.mdb to a name of your choice, (keeping the .mdb extension of course).
Examples would be (though don't use ours) yourstore591.mdb or database2221.mdb
This will make it harder for anyone to find your database if your database folder permissions are set incorrectly.

Why does the log-in page reappear every time when trying to access the admin section?

The usual reason is that your store is hosted on a Unix / Linux server and the host is using something like chilisoft.asp which doesn't support an Access database. We do have Plus versions available for Unix / Linux servers so please contact us if this is the case.

I've forgotten / lost my admin password - how can I retrieve it?

If you've forgotten the password to your admin section, then the easiest thing to do is to download your database and have a quick look in the admin table in Access.

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PHP Plus version for Unix / Linux servers

I'm not receiving email confirmation of orders - what's up?
Why do my orders disappear in the orders admin page?
Why can't I run the createdb.php file?
I've forgotten / lost my admin password - how can I retrieve it?

I'm not receiving email confirmation of orders - what's up?

Make sure that the email address in the admin main page is a valid email address on the server. Sometimes emails cannot be sent to an address outside of the domain if the "From" address is not on the domain and valid.

- Hosts that support non-standard email headers

You can set the parameter $customheaders in your vsadmin/includes.php file for hosts that require non-standard email headers. Instances of %from% will be replaced by the "From:" address and instances of "%to%" (not normally needed) will be replaced by the "To:" address. For example . . .
$customheaders = "MIME-Version: 1.0\nFrom: %from%\nContent-type: text/plain; charset=iso-8859-1\n";

or for HTML emails

$customheaders = "MIME-Version: 1.0\nFrom: %from%\nContent-type: text/html; charset=iso-8859-1\n";

Why do my orders disappear in the orders admin page?

If a payment is not authorized then it will be automatically deleted after the time you specify in your admin main page.

Why can't I run the createdb.php file?

This usually happens when either the database connection hasn't been set correctly in vsadmin/db_open_conn.php or if that has been done then check with your host that your server is running a minimum of PHP4.1.

I've forgotten / lost my admin password - how can I retrieve it?

If you have phpMyAdmin or something like that installed you can check in the admin table. If you don't have that, or don't know how to use it, try creating a new file called t.php and add the following to it

```
<HTML>
<BODY>
<?php
include "vsadmin/db_conn_open.php";
$sSQL = "SELECT adminUser,adminPassword FROM admin WHERE adminID=1";
$result = mysql_query($sSQL) or print(mysql_error());
$rs = mysql_fetch_assoc($result);
print "The username is : " . $rs["adminUser" ] . "<BR>";
print "The password is : " . $rs["adminPassword" ];
mysql_free_result($result);
?>
</BODY>
</HTML>
```

Then, upload this to your web, and put it in the root directory of the store, then open in your browser. The most important thing to do is to remember to delete the file from your web after using it, as otherwise anyone can get your password.

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Dreamweaver F.A.Q.

Why do my images not show up when I preview my page locally?
Why can I see the site correctly on my PC but on a friend's there are no images?
How do I define my site?

Why do my images not show up when I preview my page locally?

It could be that you have your image paths set to "Relative to Root" - this probably wouldn't be a problem on your server, but locally it'll more than likely stop the images from showing and the paths not working. A path which is relative to the root would look like this /images/mygif.gif - if it's relative to the document it would be in the form of ../images/mygif.gif - you can choose the form you want by selecting from the drop down in the window that appears when you add an image.

Why can I see the site correctly on my PC but on a friend's there are no images?

This is probably because the path to your image files is pointing to your hard drive rather than the images on your server, the most likely cause is that the site hasn't been defined...(see below)

How do I define my site?

Open Dreamweaver, and go to Site>New Site. Give your site a name and then browse to where you extracted the template to. If you want to upload your files via Dreamweaver then you'll need to add the FTP information that was given to you by your host.

Frontpage F.A.Q.

Why can't I add pages in Navigation View?
Why are parts of the pages missing, like the navigation and news sections?
How do I change the wording of "home" on the nav bar?
Why is all the formatting missing when I upload my site?
How do I make a back-up of my site?
How do I stop Frontpage overwriting my database and database connection files?

Why can't I add pages in Navigation View?

First of all remember that the PHP version doesn't use Frontpage navigation and that some templates rely solely on include files rather than a Frontpage theme. For the ASP version, for some reason you can't add child pages below a .asp page but you can get round this Frontpage quirk by renaming the page with a .html termination, dragging in the new page to Navigation View and then name the parent page with the .asp extension again.

Why are parts of the pages missing, like the navigation and news sections?

This is probably because you have the PHP version and unfortunately PHP and Frontpage don't mix too well, but we have found a way around this.
The first thing is to get the page open in Frontpage :-
In Frontpage go to Tools>Options>Configure Editors
Choose "Add"
Put PHP for file type
Put the same information as you have for htm, html etc. - this is usually
Editor Name: FrontPage
Command: frontpg.exe
Save

Now you can get the pages open you'll see that the include files are "missing" - this is because they are PHP includes not Frontpage includes but you can work on them directly from the files in the includes folder - to view your changes locally you can download this utility http://www.totalpconline.com/phprocketaddin/?page=orders.html or work live on the server and on saving your page you can check it in your browser.

There's more information in the first chapter as well as in our PHP help section.

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How do I change the wording of "home" on the nav bar?

In Frontpage go to Tools > Web Settings > Navigation and change the wording there.

Why is all the formatting missing when I upload my site?

This usually happens when for some reason the theme gets detached from the site. Connect live to your site through Frontpage and go to Theme in the top menu and go through the themes until you find the one that matches the name of your template. If that doesn't work, try Tools > Recalculate Hyperlinks

How do I make a back-up of my site?

Open your site live on the server by going to File>New>Web from the top Frontpage menu and typing in the URL of your site, and then giving your name and password. Your site will now open up on the server so you can publish back to your hard drive by hitting the publish icon and choosing a back-up location on your hard drive

How do I stop Frontpage overwriting my database and database connection files?

The simplest method is to take them out of your Frontpage web on your computer and save them somewhere else on your hard drive. Alternatively you can right click on the file and Select Properties > Workgroup and select "Exclude this file when publishing the rest of the web".

GoLive F.A.Q.

Why do I get a little green bug icon in my site file list?

Why do I get a little green bug icon in my site file list?

This means there is an error on the page - usually an incorrect path - if it's showing on all pages it's probably located in one of the components. You may find that some files in the vsadmin folder show a green bug and due to the include structure, these can be safely ignored.

Final checklist

Once you have your store ready and think it's time to unleash it to the world, it may be a good idea to go through our checklist to make sure everything is as it should be.

General Issues

- Make sure that each page of your site has unique TITLE and META DESCRIPTION tags.
- Check your site on a different computer, preferably in Internet Explorer and Firefox. Pay particular attention to any broken links, screen resolution problems or slow loading pages.
- Ask a friend or colleague to browse your store and make a purchase.
- Make sure that you have carried out demo transactions for your payment provider and that emails are received as well as that orders show correctly in the order admin page of the control panel.
- Be sure that all your graphics are optimized and contain ALT information.
- Include a site map, linked from all your pages with text links to the most important pages on the store.
- Include your main keywords in a natural way on your home page blurb.
- Make sure you have changed the default password and user name for the control panel.
- Ask for a site critique.

ASP Version

- Make sure your database is not downloadable. You can test this yourself by typing in the address eg www.yourstore.com/fpdb/vsproducts.mdb. If you receive an option to download the .mdb file then it may mean that people can access your database. Please check with your host if you have any doubts at all.

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Most hosts will provide you with a directory below the root of your web with the correct permissions already set.

PHP Version

- Be sure that each of the cart related pages at the very top in HTML view and before the opening HTML tag there is a little bit of code that goes like this . . .

  ```
  <?php
  session_cache_limiter('none');
  session_start(); ?><html>
  ```

  This needs to be on each of the cart related PHP pages like cart.php, search.php, products.php, categories.php and so on.

- Don't have spaces in your file names so use a pattern like my-page.php rather than my page.php - remember they are also case sensitive.

Chapter 9
Search Engine Optimization

Introduction
Creating dynamic title and meta tags
Creating static URLs
ALT information
Optimizing your store for the search engines
Search engine information

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Introduction

We believe we have most angles covered when it comes to offering search engine friendly shopping cart software. Ecommerce templates offers the ability to use static pages which are easy to spider by visiting search engines as well as unique titles and meta tags for category, product and product detail pages and ALT information for all the product images. We have also outlined some general information on optimizing your pages for search engines as well as an overview of the main players.

Dynamic title and meta description tags

From version 4.1.1 it is possible to dynamically generate the title and meta description tags for your categories, product and product detail pages. Not only are they dynamically generated but you can also add you own unique information such as company name to the title tag. The set up details are outlined below:

ASP Version

The pages you are going to want to change are...
categories.asp
products.asp
proddetail.asp

Open each of these in turn and go to HTML view. About halfway down the page you should see a bunch of "include" files, something like this...

<!--#include file="vsadmin/db_conn_open.asp"-->
<!--#include file="vsadmin/includes.asp"-->
<!--#include file="vsadmin/inc/languagefile.asp"-->
<!--#include file="vsadmin/inc/incfunctions.asp"-->
<!--#include file="vsadmin/inc/incproducts.asp"-->

> If your template uses a DHTML pop-out menu or Mini Cart there is no need to delete the line
> < !--#include file="vsadmin/db_conn_open.asp"-->
> Just open vsadmin/db_conn_open.asp in Notepad and make sure you don't have a line
>
> DIM sDSN
>
> If you have that, just delete that line.
>
> You can then follow the instructions below as normal.

Then, at the very top of the file before the first <html> tag add that db_conn_open line along with the metainfo.asp include line like this...

<!--#include file="vsadmin/db_conn_open.asp"-->
<!--#include file="vsadmin/inc/metainfo.asp"-->
<html>

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Now repeat this with each of the 3 files categories.asp, products.asp and proddetail.asp

Now, on your categories.asp AND the products.asp pages you can change the page title tag to something like this...

```
<title>Bob's widget store: <%
if topsection<>"" then response.write topsection & ", "
response.write sectionname%></title>
```

Also on the categories page, if you use a category description you might want to set the meta description tag to this...

```
<META NAME="Description"
CONTENT="<%=Replace(sectiondescription,"""","&quot;")%>">
```

The information available to the proddetail.asp page is slightly different. On that page you can change your page title to...

```
<title>Bob's widget store: <%= productname & ", " & sectionname & ", " &
productid %></title>
```

You might not want to include the product ID, in which case you can use...

```
<title>Bob's widget store: <%= productname & ", " & sectionname %></title>
```

For the meta description on the proddetail.asp page you can use...

```
<META NAME="Description"
CONTENT="<%=Replace(productdescription,"""","&quot;")%>">
```

PHP Version

The pages you are going to want to change are...

categories.php
products.php
proddetail.php

Open each of these in turn and go to HTML view. About halfway down the page you should see a bunch of "include" files, something like this...

```
<?php include "vsadmin/db_conn_open.php"?>
<?php include "vsadmin/includes.php"?>
<?php include "vsadmin/inc/languagefile.php"?>
<?php include "vsadmin/inc/incfunctions.php"?>
<?php include "vsadmin/inc/incproducts.php"?>
```

You will want to delete the first one, the db_conn_open.php line.

> If your template uses a DHTML pop-out menu or Mini Cart there is no need to delete the line
> <?php include "vsadmin/db_conn_open.php"?>
>
> You can now follow the instructions below as normal

Then, at the very top of the file before the first <html> tag you should already have a couple of lines of code. Now add the db_conn_open line along with the metainfo.php include line like this...

```
<?php
session_cache_limiter('none');
session_start();
include "vsadmin/db_conn_open.php";
include "vsadmin/inc/metainfo.php";?><html>
```

Now repeat this with each of the 3 files categories.php, products.php and proddetail.php

Now, on your categories.php AND the products.php pages you can change the page title tag to something like this...

```
<title>Bob's widget store: <?php
if($topsection != "") print $topsection . ", ";
print $sectionname?></title>
```


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Also on the categories page, if you use a category description you might want to set the meta description tag to this...

```
<META NAME="Description" CONTENT="<?php print
str_replace("",'&amp;quot;',$sectiondescription)?>">
```

The information available to the proddetail.php page is slightly different. On that page you can change your page title to...

```
<title>Bob's widget store: <?php
print $productname . ", " . $sectionname . ", " . $productid;
?></title>
```

You might not want to include the product ID, in which case you can use...

```
<title>Bob's widget store: <?php
print $productname . ", " . $sectionname;
?></title>
```

For the meta description on the proddetail.php page you can use...

```
<META NAME="Description" CONTENT="<?php print
str_replace("",'&amp;quot;',$productdescription)?>">
```

Converting dynamic to static URLs

The default URL for a products page would be something like www.yoursite.com/products.asp?id=2 but it is possible to change this to something even more search engine friendly like www.yoursite.com/productname.asp. You can also do the same for the category pages and the product detail, the information is outlined below.

ASP version

Make a copy of products.asp and call it say bobswidgets.asp
Now, open this page in notepad or your web editor and go to HTML view.
Now, you should see a set of include files like this:

```
<!--#include file="vsadmin/db_conn_open.asp"-->
<!--#include file="vsadmin/includes.asp"-->
<!--#include file="vsadmin/inc/languagefile.asp"-->
<!--#include file="vsadmin/inc/incfunctions.asp"-->
<!--#include file="vsadmin/inc/incproducts.asp"-->
```

Now just add the variable to specify the category before the incproducts include like this for ASP

```
<!--#include file="vsadmin/db_conn_open.asp"-->
<!--#include file="vsadmin/includes.asp"-->
<!--#include file="vsadmin/inc/languagefile.asp"-->
<!--#include file="vsadmin/inc/incfunctions.asp"-->
<%
explicitid=2
%>
<!--#include file="vsadmin/inc/incproducts.asp"-->
```

> If your template uses a DHTML pop-out menu or Mini Cart then you will only find one of the ASP includes in the main body of your site. The explicitid will still need to precede the include line eg.
>
> ```
> <%
> explicitid=8
> %>
> <!--#include file="vsadmin/inc/incproducts.asp"-->
> ```

You can now do the same for categories.asp and proddetail.asp by adding the explicitid before:

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<!--#include file="vsadmin/inc/inccategories.asp"-->

and

<!--#include file="vsadmin/inc/incproddetail.asp"-->

As the explicit id for a product detail page is a product reference, you have to enclose this in quotes like this:
explicitid="yourprodref"

You can get the variable you need by browsing your site and checking the particular page URL. For example if your URL for a widget looks like this:

www.yoursite.com/products.asp?id=14

...then you would want to set

<%
explicitid=14
%>

If you don't want to change all your pages to static URLs then the URL can be in the form of http://www.yoursite.com/products.asp?cat=14 due to the fact that Google may not give as much weight to links which contain this generic "id" parameter.

In version 4.8.4 we added the possibility to define the static URL in the categories admin page after following the instructions above. This is an optional feature and if you want to use it just place the name of the static page you have created.

This now means that your menu system won't pick up on the dynamic URLs as the store is browsed. It also works with the DHTML menu and avoids duplicate URLs / content on the store.

In version 4.9.6 we added linked product detail static pages where there is now an option in the product admin page "Has static page" which if checked will cause the product detail page link to take the form. . .
the_product_name.asp
. . . where the page name will be made of the product name, in lower case with spaces replaced by underscores and non alphanumeric characters removed. It will be your responsibility to create the static detail page of that name using the method above.

In version 5.1 we added the ability to change the underscore to the character of you choice so if you prefer the layout of the-product-name.asp then you will need to add this to includes.asp
urlfillerchar="-"

PHP version

Make a copy of products.php and call it say bobswidgets.php
Now, open this page in notepad or your web editor and go to HTML view.
Now, you should see a set of include files like this:

```
<?php include "vsadmin/db_conn_open.php"?>
<?php include "vsadmin/includes.php"?>
<?php include "vsadmin/inc/languagefile.php"?>
<?php include "vsadmin/inc/incfunctions.php"?>
<?php include "vsadmin/inc/incproducts.php"?>
```

Now just add the variable to specify the category before the incproducts include like this for PHP

```
<?php include "vsadmin/db_conn_open.php"?>
<?php include "vsadmin/includes.php"?>
<?php include "vsadmin/inc/languagefile.php"?>
<?php include "vsadmin/inc/incfunctions.php"?>
<?php
$explicitid=2;
?>
<?php include "vsadmin/inc/incproducts.php"?>
```

> If your template uses a DHTML pop-out menu or Mini Cart then you will only find one of the PHP includes in the main body of your site. The explicitid will still need to precede the include line eg.
> <?php
> $explicitid=8;
> ?>
> <?php include "vsadmin/inc/incproducts.php"?>

You can now do the same for categories.php and proddetail.php by adding the explicitid before:

```
<?php include "vsadmin/inc/inccategories.php"?>
```

and

```
<?php include "vsadmin/inc/incproddetail.php"?>
```


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As the explicit id for a product detail page is a product reference, you have to enclose this in quotes like this:
$explicitid="yourprodref";

You can get the variable you need by browsing your site and checking the particular page URL. For example if your URL for a widget looks like this:

www.yoursite.com/products.php?id=14

...then you would want to set

```
<?php
$explicitid=14;
?>
```

If you don't want to change all your pages to static URLs then the URL can be in the form of http://www.yoursite.com/products.php?cat=14 due to the fact that Google may not give as much weight to links which contain this generic "id" parameter.

In version 4.8.4 we added the possibility to define the static URL in the categories admin page after following the instructions above. This is an optional feature and if you want to use it just place the name of the static page you have created.

This now means that your menu system won't pick up on the dynamic URLs as the store is browsed. It also works with the DHTML menu and avoids duplicate URLs / content on the store.

In version 4.9.6 we added linked product detail static pages where there is now an option in the product admin page "Has static page" which if checked will cause the product detail page link to take the form. . .
the_product_name.php
. . . where the page name will be made of the product name, in lower case with spaces replaced by underscores and non alphanumeric characters removed. It will be your responsibility to create the static detail page of that name using the method above.

In version 5.1 we added the ability to change the underscore to the character of you choice so if you prefer the layout of the-product-name.php then you will need to add this to includes.php
$urlfillerchar='-';

ALT Information

By default all the product pictures and product detail pictures will have the ALT information dynamically generated by the value you have added for the product name. So if your product name is "Blue Widget" then when your mouse passes over the picture the name "Blue Widget" will appear.

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Optimizing your store

Once you've got your store set up the next step is getting people to find it. Preparing your site for search engines and directories is worth the time and effort and pretty simple to do with the templates. We've prepared a very brief introduction and guide below that is worth following.

Title tag

If you look at your HTML code, you'll find something like this near the top of your page <TITLE>Untitled document</TITLE>. It's crucial to have a good title, around 10 words that clearly explain what the page / site is about and including words and phrases you think people will search on, so if you're selling widgets for example you might have something like this

<TITLE>Online sales of professional manual and mechanical widgets. My Company</TITLE>

It's a good idea to use different titles for different section/pages of your site, so on a help page you might have:

<TITLE>How to install mechanical widgets</TITLE>

Meta tags

Far less important than the <TITLE> tag but still useful for some search engines. The description tag is particularly handy for controlling how your link will appear. Here you want to use 12 to 15 words that describe the content of your page, preferably using the same collection of words and phrases that can be found in your main body of text. This again could and should change from page to page depending on content. For example:

<META NAME="description" content="Quality widgets and fidgets for sale. Buy online at low prices at My Store">

The other main meta tag is the keywords. It seems their usefulness has all but disappeared but they won't harm your site so it's best to include a few. Choose words and phrases that people will search on, are relevant to your site and appear in your main body of text. For example:

<META NAME="keywords" content="widgets,mechanical widgets,manual widgets, widget sales">

So with this information the top of your code should look something like this:

<html>

<head>
<TITLE>Online sales of professional manual and mechanical widgets. My Company</TITLE>
<META NAME="description" content="Quality widgets and fidgets for sale. Buy online at low prices at My Store">
<META NAME="keywords" content="widgets,mechanical widgets,manual widgets, widget sales">

Body text

Many of the major search engines will pick up the text from your site and use it, amongst other factors, as a test of relevancy for the search. So having keyword rich text is extremely important for giving the search engine something to pick up on. You shouldn't go overboard here but certainly having your keywords near the top of the page is going to be an advantage. Don't try fooling the search engines by hiding text, or listing your keywords 50 times to improve ranking.

Alt information

Each graphic on your site should have accompanying alt information - that's the text in a box you see when you pass your cursor over a graphic. Apart from aiding the disabled viewers, you can also help with your search engine optimization by using concise keyword rich descriptions. For example:

<img border="0" src="images/manual_widget.gif" width="140" height="113" alt="Manual Widget">

Internal links

Help a search engine index your site, and a person navigate, by having a clear navigation structure, text link alternatives to javascript and Flash, and a text based site map.

Incoming links

It appears that particularly for Google, the importance of quality links to your site will improve your ranking. You may want to spend some time asking to have links placed on related sites, preferably text and with your keyword(s) incorporated. You can start off by adding your store to our directory here. Beware of "link farms" however. If you want to find out what a quality link would be in the eyes of Google, download their toolbar here and check the page rank - anything above 5 is good.

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Other considerations

A good domain name can help so you might want to look for something like manual-widgets.com or mechanicalwidgets.com. Use your keywords in your page names where possible and without going over the top eg. widgethelp.htm

Search engine information

It's getting more and more difficult to keep up with how search engines work and interact, we've outlined below the information in a brief guide to what we believe to be correct and will be updating the details as and when we find things have changed.

Google

Google is undoubtedly the top dog of search engines and a decent listing here is without doubt, at the time of writing, one of the keys to the success of a site. Listings in Google are free, although you can pay for AdWords to get immediate traffic. Google will usually take up to a month to get your site listed, and it appears the best way to do so is through the Google bot (spider) picking up on your link from another site, spidering (indexing) your site content and adding it to their database. The Google database is updated at irregular intervals, commonly known as the "Google Dance" as this is when the major shake up of the database occurs. You can add your URL to Google but as it's important to get links in it's advisable to add your site to dmoz.org and even our own store listing. We recommend avoiding link farms and be wary of companies guaranteeing instant search engine success.

Google appears to rate sites on a number of aspects, one of the important ones being the "quality" of in-bound links eg. a link from Microsoft.com being far more interesting than one from your neighbor (unless you live next to Bill Gates). Your importance in Google is measured as "page rank" - to find out the page rank of a site you'll need to download Google's tool bar. Here is a very general and unordered list of what Google is believed to look for on your page:

Quality incoming links (preferably using your keywords in the text)
Keywords in the title
Keywords in the meta description
Keywords in the main body of text
Keywords in the ALT information
Keywords in the URL
Descriptive text links within the site
Text in <H1> tags
It's important not to overdo things, avoid trying to trick Google, study high ranking competitor sites without ripping them off and above all have patience.

Google ad words

You can get into Google immediately through their adword program, rather than trying to explain it here, you're best getting the information from the horse's mouth. The great thing about adwords is that they will get your site advertised on Google immediately, you can also pay for keywords that your

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site is not showing up on, but keep a close eye on what they are costing you and read the information on optimizing your ads.

Yahoo

There's some debate now on the worth of submitting to yahoo as they are using the Inktomi listings. At the time of writing the cost of inclusion is $299 - this should get you into the yahoo directory, and in turn a link for Google to pick up on - all in all, probably worth it for an ecommerce site but not as important as it was in the past.

To add your site to Yahoo, find the category that best suits your needs and click on the "Suggest a Site" link at the bottom of the page - make sure you read Yahoo's guidelines before submitting.

Altavista

Again, not as important as it was a few years ago but still a widely used search engine. You can add your site for free but for a quicker and guaranteed listing you will have to pay $39.

Looksmart

Submitting to Looksmart is worth the investment if you want to get a listing in the MSN directory amongst other places, there's a set up of fee of $49 and then a charge of $0.15 per click.

Overture (Yahoo search marketing)

Overture is one of the major players in pay per click - like Google adwords it's a great way to target your audience and in the same vein it can work out expensive so it's important to do your research and check out the competition. With Overture you bid on the price of your keywords and a well targeted campaign can prove very successful - remember that a top three listing is beneficial.

Other search engines and directories

Here's a list of other places to submit your site, some are free and some are paid inclusions - it's also worth doing a search to find directories of sites that are industry related or regional, but again avoid using free for all link farms - you are likely to get more spam than trade, and may even be penalised by the major players.

All the web (free + paid)
Lycos (paid)
Teoma / Ask Jeeves (paid)

Open Directory (free)

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